



McDonald's Corp in Consumer Foodservice

August 2023

Table of Contents

INTRODUCTION

Scope

Key findings

STATE OF PLAY

Top companies at a glance

McDonald's global footprint

McDonald's geographic segmentation and franchising

Company overview

Growth decomposition

EXPOSURE TO FUTURE GROWTH

Exposure to growth

Growth catalysts and McDonald's overall strategy (1/2)

Growth catalysts and McDonald's overall strategy (2/2)

COMPETITIVE POSITIONING

Relative performance

Key categories and markets

Key brands

LIMITED-SERVICE RESTAURANTS

Limited-service sales by region

New launch in the limited-service space

CAFÉS/BARS

Cafés/Bars sales by region

CAFÉS/BARS

Projected cafés/bars sales

KEY FINDINGS

Executive summary

APPENDIX

Projected company sales: FAQs (1/2)

Projected company sales: FAQs (2/2)

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mcdonalds-corp-in-consumer-foodservice/report.