REPORT OVERVIEW

The South African Fast Food Industry Landscape Report 2016 (124 pages) provides a dynamic synthesis of industry research, examining the local and global Fast Food industry from a uniquely holistic perspective, with detailed insights into the entire value chain – from manufacturing to retailing, competitor positioning, latest marketing and advertising news for each competitor, pricing and promotions analysis, consumption and purchasing trends.

SOME KEY QUESTIONS THE REPORT WILL HELP YOU TO ANSWER:

For the Global and Local Sections:
- What are the key factors that are driving the growth of the local and global markets?
- What are the local and global industry challenges currently restraining market growth?
- What are the latest South African Fast Food and street food trends (food trucks, food markets)?

For the Retail Competitor Analysis and Pricing Sections:
- How did Fast Food companies perform in 2015/16, what is the strategic focus and expansion plans?
- How are each of the Fast Food competitors positioned in the market?
- What is the latest marketing and advertising news for each of the Fast Food competitors?
- What is the pricing and recent promotions by category: Burgers, Chicken, Pizza

In terms of Consumer Insights and Trends:
- What are the local consumption trends between 2009-2015 in the Fast Food industry?
- How has the geo-demographic profile of Fast Food purchasers changed between 2009 and 2015?
SCREENSHOTS FROM REPORT

124 page report filled with detailed charts, graphs, tables and insights
In 2015, the global fast food market was worth $570 billion.

- The industry is expected to continue growing at a CAGR of 4.4% up to 2019 when it should reach $617.6 billion.
- Though the origins of fast food is North America, Asia Pacific is the fastest growing market, due to the growing economies of many countries in the region.

70% of the global fast food market can be accounted for by the United States and Asia Pacific where the biggest franchises are McDonalds, KFC and Pizza Hut.

The Quick Service restaurants (QSR), which includes fast food and fast casual restaurants, account for 50% of the sales in the restaurant sector.

It is estimated that 50 million Americans eat at one of the 200,000 fast food restaurants daily.

Source: FoodLogistics; SlideShare; Forbes

Image source: Pixabay
New Market In Mexican Cuisine

- Famous Brands has moved to get a jump start on what is seen as the next ‘big thing’ in the South African fast-casual restaurant environments: Mexican cuisine.

- The group announced that it has acquired a 51% controlling stake in the recently launched Salsa Mexican Grill, which opened in Fourways, Gauteng, in June 2015.

- “Within the South African context, our research revealed that a gap exists in the Fast Casual Mexican cuisine space,” said Famous Brands CEO, Darren Hele.

Broadening Black Middle Class

- It is no coincidence that the sector has boomed at the same time as the growing black middle class.

- Now numbering about 4.5-million people, the black middle class has more than doubled over the past decade, according to a 2013 study by University of Cape Town’s Unilever Institute titled *Four Million and Rising*.

A Strong Meat-eating And Dining-out Culture

- “The emerging black middle class has a big role to play in how well these fast-food brands develop,” said Mohsin Begg, a consumer markets analyst at KPMG.

- According to BMI, South Africa is also typified by “high meat consumption” and a “strong eat-out culture”, both of which are driving factors for fast-food companies.
Spur Corp delivered another strong performance despite a challenging economic and operating environment.

The group’s expansion into Africa showed good progress whereby operations delivered solid results and the group’s new acquisitions exceeded our initial expectations.

- Total restaurant sales increased by 12.9% to R6.97 billion to June 2016.
- South African restaurant sales grew by 13%.
- 74 outlets were newly opened in South Africa and 10 international outlets, including 34 RocoMamas and 13 Captain DoRegos were closed.

Source: Spurcorporation
KFC Advertising in South Africa.

- The Yellow Pencil, which is reserved for only the most outstanding work that achieves true creative excellence, went to KFC’s radio campaign “Man Meals”

- Commenting on the win, Mike Middleton, Chief Marketing Officer of KFC Africa, said, “The strength in the partnership between KFC and Ogilvy has led to this amazing creative work and we are proud that it has been recognised globally.”

- In August 2016, KFC has become one of the Loeries Awards winners. KFC has won the Grand Prix, Gold, Craft Gold, Campaign Silver, Bronze Awards and Craft Certificate for its different products.

Innovation and technology helped KFC and Ogilvy & Mather Johannesburg scoop the top prize at the 2016 Loeries Awards at Durban’s ICC.

- The brand and agency won the coveted Grand Prix Loeries Award for their SoundBite concept.

- This new technological concept allowed KFC customers to listen to music through the palm of their hands, simply by pressing their elbows down on a design etched onto the table and linked to a technological device.

Source: loeries, Ogilvy, Mybroadband

Image source: Inspirationroom, Mybroadband
Between 2009 and 2015, the proportion of people that had never personally purchased Fast Food had dropped from 26% to 12%.

There has been strong growth among people that personally purchased Fast Food once a month, increasing from 26% in 2009 to 36% in 2015.

Source: AMPS 2009B-2015B (16+ Years Adult Population), Based on weighted numbers
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