

Table of contents

EXECUTIVE SUMMARY	5	5. MARKET	54
INTRODUCTION	7	5.1 Domestic market size of fast food chains (2010-2018)	55
1. GENERAL INFORMATION	8	5.2 Market structure of fast food chains by product (2010-2018)	56
1.1 Industry definition	9	5.3 Information on franchise market	57
1.2. Basic food categories	10	5.4 Porter's five forces	60
1.3 Industry general facts & figures	11		
1.4 Industry general characteristics	12	6. INTERNATIONAL MARKET	67
2. INSTITUTIONAL FRAMEWORK	13	6.1 Fast food chains in the US	68
2.1 Main national legislation	14	6.2 Fast food groups in Europe	80
2.2 Major european legislation	19	6.3 The fast food chain industry in Europe, by country	91
3. DEMAND	20		
3.1 Determinants of demand	21	7. CONCLUSIONS - PROSPECTS	98
3.2 Analysis of selected determinants of demand	24	7.1 SWOT Analysis	99
4. SUPPLY	40	7.2 Main Findings - Prospects	100
4.1 Turnover growth of major fast food chains (2013-2018)	42		
4.2 Turnover growth of major fast food groups of companies (2015-2018)	46	APPENDIX	
4.3 Indicative categorization of fast food chains....	47	Financial indicators of major companies of the industry (2013-2018)	103
4.4 Geographic distribution of fast food stores.....	48	A. Capital structure and financial leverage indicators	104
4.5 Financial analysis of the industry (2013-2018)..	49	B. Liquidity indicators	116
		C. Activity indicators	120

Table of contents

D. Performance indicators.....	130
Financial formulas.....	140
SOURCES & BIBLIOGRAPHY.....	141