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## Cost Foodservice - North America (NAFTA) Industry Guide

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### Report Summary

Datamonitor's Cost Foodservice: North America (NAFTA) Industry Guide is an essential resource for top-level data and analysis covering the Cost Foodservice industry in each of the North American Free Trade Agreement (United States, Canada, and Mexico) countries. The report includes easily comparable data on market value, volume, segmentation and market share, plus full five year market forecasts. It examines future problems, innovations and potential growth areas within the market.

#### Scope of the Report

- \* Contains an executive summary and data on value, volume and segmentation
- \* Provides textual analysis of the industry's prospects, competitive landscape and profiles of the leading companies
- \* Incorporates in-depth five forces competitive environment analysis and scorecards
- \* Compares data from the US, Canada and Mexico, alongside individual chapters on each country. .
- \* Includes a five-year forecast of the industry

#### Highlights

The NAFTA cost foodservice market reaches a value of \$83.4 billion in 2007.

The US is the leading country among the NAFTA bloc, with market revenues of \$58.7 billion in 2007

Mexico was the fastest growing country, with a CAGR of 3.9% over the 2003'2007 period.

#### Why you should buy this report

- \* Spot future trends and developments
- \* Inform your business decisions
- \* Add weight to presentations and marketing materials
- \* Save time carrying out entry-level research

#### Market Definition

Foodservice is defined as the sale of food and drinks for immediate consumption either on the premises from which they were bought, or in designated eating areas shared with other foodservice operators, or in the case of takeaway transactions, freshly prepared food

for immediate consumption. Datamonitor's definition excludes sales through vending machines and is restricted to sales in specific foodservice channels (please see channel definitions below).

Various channels have been grouped together in what is called the "Cost sector". This sector is characterised by the fact that a subsidy is paid (either directly or indirectly) to one of the actors involved in the transaction, or where the final consumer pays for the food at its actual cost (as opposed to a price that adds some margin to its basic cost). The cost sector includes the following channels - workplace locations, education locations, hospitals and welfare & services locations.

All market values are given in Operator Buying Prices; that is the amount spent by foodservice operators on the food and drink that they serve and not the amount the consumers spend on food and drinks (Operator Selling Prices - OSPs) in these channels. The difference is the mark up the foodservice operator adds in order to cover their other costs and generate a profit. This therefore values the market in terms of the amount of money for which food and drinks manufacturers are competing.

Market volumes are classed as the total number of visits by individuals to foodservice locations that involve the consumption of either food, or drink, or both. As such, if several people visit one location at once and there is only one bill (e.g. a group dining in a restaurant) the number of transactions is counted as being one for each person in the group. Multiple purchases made during the same visit (e.g. a person buys several drinks bought over a period of time in a bar) are counted as one transaction. The purchase of drink with food in the same location in the same visit is also considered as one transaction, not two.

The market is broken down in to four segments: Workplace; Education; Hospitals; and Welfare & Services.

## Table of Content

### Table of Contents

#### CHAPTER 1 Introduction 11

##### 1.1 What is this report about' 11

##### 1.2 Who is the target reader' 11

##### 1.3 How to use this report 11

##### 1.4 Definitions 12

#### CHAPTER 2 NAFTA COUNTRIES COST FOODSERVICE INDUSTRY OUTLOOK 13

#### CHAPTER 3 COST FOODSERVICE IN the United States 16

##### 3.1 Market Overview 16

##### 3.2 Market Value 18

##### 3.3 Market Volume 19

##### 3.4 Market Segmentation I 20

##### 3.5 Market Segmentation II 21

##### 3.6 Five Forces Analysis 22

##### 3.7 Leading Companies 28

##### 3.8 Market Forecasts 36

##### 3.9 Demographics 39

#### CHAPTER 4 COST FOODSERVICE IN Mexico 40

##### 4.1 Market Overview 40

##### 4.2 Market Value 41

##### 4.3 Market Volume 42

##### 4.4 Market Segmentation I 43

##### 4.5 Market Segmentation II 44

##### 4.6 Five Forces Analysis 45

- 4.7 Leading Companies 51
- 4.8 Market Forecasts 57
- 4.9 Demographics 60
- CHAPTER 5 COST FOODSERVICE IN Canada 62
- 5.1 Market Overview 62
- 5.2 Market Value 63
- 5.3 Market Volume 64
- 5.4 Market Segmentation I 65
- 5.5 Market Segmentation II 66
- 5.6 Five Forces Analysis 67
- 5.7 Leading Companies 73
- 5.8 Market Forecasts 79
- 5.9 Demographics 82
- CHAPTER 6 Appendix 84
- 6.1 Data Research Methodology 84

## List of Tables

- Table 1: NAFTA countries Cost Foodservice industry, revenue (\$bn) 2003-2012 13
- Table 2: NAFTA countries Cost Foodservice industry, revenue (\$ bn) 2003-2007 14
- Table 3: NAFTA countries Cost Foodservice industry forecast, revenue (\$ bn) 2007-2012 15
- Table 4: United States Cost Foodservice Sector Value: \$ billion, 2003-2007 18
- Table 5: United States Cost Foodservice Sector Volume: Transactions billion, 2003-2007 19
- Table 6: United States Cost Foodservice Sector Segmentation I: % Share, by Value, 2007 20
- Table 7: United States Cost Foodservice Sector Segmentation II: % Share, by Value, 2007 21
- Table 8: Key Facts: Sodexo 28
- Table 9: Key Financials: Sodexo 29
- Table 10: Key Facts: Compass Group PLC 31
- Table 11: Key Financials: Compass Group PLC 32
- Table 12: Key Facts: Delaware North Companies Inc 34
- Table 13: United States Cost Foodservice Sector Value Forecast: \$ billion, 2007-2012 36
- Table 14: United States Cost Foodservice Sector Volume Forecast: Transactions billion, 2007-2012 37
- Table 15: United States Size of Population (million) , 2003-2007 39
- Table 16: United States GDP (Constant 2000 Prices, \$ billion), 2003-2007 39
- Table 17: United States Inflation, 2003-2007 39
- Table 18: Mexico Cost Foodservice Sector Value: \$ billion, 2003-2007 41
- Table 19: Mexico Cost Foodservice Sector Volume: Transactions million, 2003-2007 42
- Table 20: Mexico Cost Foodservice Sector Segmentation I: % Share, by Value, 2007 43
- Table 21: Mexico Cost Foodservice Sector Segmentation II: % Share, by Value, 2007 44
- Table 22: Key Facts: Sodexo 51
- Table 23: Key Financials: Sodexo 52
- Table 24: Key Facts: Compass Group PLC 53
- Table 25: Key Financials: Compass Group PLC 54
- Table 26: Key Facts: ISS AS 56
- Table 27: Mexico Cost Foodservice Sector Value Forecast: \$ billion, 2007-2012 57
- Table 28: Mexico Cost Foodservice Sector Volume Forecast: Transactions million, 2007-2012 59
- Table 29: Mexico Size of Population (million) , 2003-2007 60
- Table 30: Mexico GDP (Constant 2000 Prices, \$ billion), 2003-2007 60
- Table 31: Mexico Inflation, 2003-2007 60
- Table 32: Mexico Exchange Rate, 2003 61
- Table 33: Canada Cost Foodservice Sector Value: \$ billion, 2003-2007 63

Table 34: Canada Cost Foodservice Sector Volume: Transactions million, 2003-2007 64

Table 35: Canada Cost Foodservice Sector Segmentation I: % Share, by Value, 2007 65

Table 36: Canada Cost Foodservice Sector Segmentation II: % Share, by Value, 2007 66

Table 37: Key Facts: Sodexo 73

Table 38: Key Financials: Sodexo 74

Table 39: Key Facts: Compass Group PLC 75

Table 40: Key Financials: Compass Group PLC 76

Table 41: Key Facts: Cara Operations Limited 78

Table 42: Canada Cost Foodservice Sector Value Forecast: \$ billion, 2007-2012 79

Table 43: Canada Cost Foodservice Sector Volume Forecast: Transactions million, 2007-2012 81

Table 44: Canada Size of Population (million) , 2003-2007 82

Table 45: Canada GDP (Constant 2000 Prices, \$ billion), 2003-2007 82

Table 46: Canada Inflation, 2003-2007 82

Table 47: Canada Exchange Rate, 2003 83

## List of Figures

Figure 1: NAFTA countries Cost Foodservice industry, revenue (\$bn) 2003'2012 13

Figure 2: NAFTA countries Cost Foodservice industry, revenue (\$ bn) 2003'2007 14

Figure 3: NAFTA countries Cost Foodservice industry forecast, revenue (\$ bn) 2007'2012 15

Figure 4: United States Cost Foodservice Sector Value: \$ billion, 2003-2007 18

Figure 5: United States Cost Foodservice Sector Volume: Transactions billion, 2003-2007 19

Figure 6: United States Cost Foodservice Sector Segmentation I: % Share, by Value, 2007 20

Figure 7: United States Cost Foodservice Sector Segmentation II: % Share, by Value, 2007 21

Figure 8: Forces Driving Competition in the Cost Foodservice Sector in the United States, 2007 22

Figure 9: Drivers of Buyer Power in the Cost Foodservice Sector in the United States, 2007 23

Figure 10: Drivers of Supplier Power in the Cost Foodservice Sector in the United States, 2007 24

Figure 11: Factors Influencing the Likelihood of New Entrants in the Cost Foodservice Sector in the United States, 2007 25

Figure 12: Factors Influencing the Threat of Substitutes in the Cost Foodservice Sector in the United States, 2007 26

Figure 13: Drivers of Degree of Rivalry in the Cost Foodservice Sector in the United States, 2007 27

Figure 14: Revenues & Profitability: Sodexo 30

Figure 15: Revenues & Profitability: Compass Group PLC 33

Figure 16: United States Cost Foodservice Sector Value Forecast: \$ billion, 2007-2012 37

Figure 17: United States Cost Foodservice Sector Volume Forecast: Transactions billion, 2007-2012 38

Figure 18: Mexico Cost Foodservice Sector Value: \$ billion, 2003-2007 41

Figure 19: Mexico Cost Foodservice Sector Volume: Transactions million, 2003-2007 42

Figure 20: Mexico Cost Foodservice Sector Segmentation I: % Share, by Value, 2007 43

Figure 21: Mexico Cost Foodservice Sector Segmentation II: % Share, by Value, 2007 44

Figure 22: Forces Driving Competition in the Cost Foodservice Sector in Mexico, 2007 45

Figure 23: Drivers of Buyer Power in the Cost Foodservice Sector in Mexico, 2007 46

Figure 24: Drivers of Supplier Power in the Cost Foodservice Sector in Mexico, 2007 47

Figure 25: Factors Influencing the Likelihood of New Entrants in the Cost Foodservice Sector in Mexico, 2007 48

Figure 26: Factors Influencing the Threat of Substitutes in the Cost Foodservice Sector in Mexico, 2007 49

Figure 27: Drivers of Degree of Rivalry in the Cost Foodservice Sector in Mexico, 2007 50

Figure 28: Revenues & Profitability: Sodexo 52

Figure 29: Revenues & Profitability: Compass Group PLC 55

Figure 30: Mexico Cost Foodservice Sector Value Forecast: \$ billion, 2007-2012 58

Figure 31: Mexico Cost Foodservice Sector Volume Forecast: Transactions million, 2007-2012 59

Figure 32: Canada Cost Foodservice Sector Value: \$ billion, 2003-2007 63

Figure 33: Canada Cost Foodservice Sector Volume: Transactions million, 2003-2007 64

- Figure 34: Canada Cost Foodservice Sector Segmentation I: % Share, by Value, 2007 65
- Figure 35: Canada Cost Foodservice Sector Segmentation II: % Share, by Value, 2007 66
- Figure 36: Forces Driving Competition in the Cost Foodservice Sector in Canada, 2007 67
- Figure 37: Drivers of Buyer Power in the Cost Foodservice Sector in Canada, 2007 68
- Figure 38: Drivers of Supplier Power in the Cost Foodservice Sector in Canada, 2007 69
- Figure 39: Factors Influencing the Likelihood of New Entrants in the Cost Foodservice Sector in Canada, 2007 70
- Figure 40: Factors Influencing the Threat of Substitutes in the Cost Foodservice Sector in Canada, 2007 71
- Figure 41: Drivers of Degree of Rivalry in the Cost Foodservice Sector in Canada, 2007 72
- Figure 42: Revenues & Profitability: Sodexo 74
- Figure 43: Revenues & Profitability: Compass Group PLC 77
- Figure 44: Canada Cost Foodservice Sector Value Forecast: \$ billion, 2007-2012 80
- Figure 45: Canada Cost Foodservice Sector Volume Forecast: Transactions million, 2007-2012 81

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