

Press Release Contact Information:

Shushmul Maheshwari
RNCOS
CEO
29, 1st Floor, Patparganj Industrial area
Delhi, New Delhi
India, 110092
Voice: 91-11-4214-1229
Fax: 91-11-4214-1229
E-Mail: [Email us Here](mailto:info@rncos.com)
Website: [Visit Our Website](http://www.rncos.com)

RNCOS Releases a New Report- China Fast Food Analysis

RNCOS has recently added a new Market Research Report titled, "China Fast Food Analysis" to its report gallery. The report provides extensive research and rational analysis on the Chinese fast food industry and tracks the changing dynamics of the market.

NEW DELHI, INDIA, October 16, 2008 **/24-7PressRelease/** -- RNCOS has recently added a new Market Research Report titled, "China Fast Food Analysis" to its report gallery. The fast food industry of China is experiencing phenomenal growth and is one of the fastest growing sectors in the country, with the compounded annual growth rates of the market crossing 25%. Further, on the back of changing and busy lifestyle, fast emerging middle class population and surging disposable income, the industry will continue to grow at apace in coming years. These are the findings of RNCOS latest report.

This report provides extensive research and rational analysis on the Chinese fast food industry and tracks the changing dynamics of the market. It features market performance, key related sectors and competitive landscape of the market. The research study looks into the market condition and future forecasts, and outlines current trends and analyses. It has been made to help clients in analyzing the opportunities, challenges and drivers vital to the growth of fast food industry in China.

For the purpose of this report, Fast Food Industry includes fast food restaurants, teahouses, coffee shops and juice bars in China.

Key Findings of the Report

- Employment rate in China is surging high, making people busier. The increasingly busier lifestyle, particularly in urban regions, is leading to a rising demand for fast food.
- China is the fifth largest fast food consuming nation in the world.
- The share of fast food in retail industry is expected to reach 9.3% by 2011 from 7.4% in 2007.
- China's fast food industry is expected to grow at a CAGR of around 25% during 2008-2011.
- The food retail sector has the major share of 63% in the overall retail sector and it will continue to account for a major share in future also.

Key Issues and Facts Analyzed in the Report

- Market size of the China' fast food industry.
- In-depth analysis of various segments of the industry.
- Study of factors that are driving the industry.
- Thorough assessment of key opportunity areas and issues to be addressed.

Key Players Analyzed in the Report

This section gives a brief profiling on the major foreign and domestic players in the Chinese fast food industry, including McDonald's Corporation, Subway, Minor International Public Co. Ltd, China Quanjude, Malan Noodle, etc.

Research Methodology Used**Information Sources**

Information has been sourced from books, newspapers, trade journals, white papers, industry portals, government agencies, trade associations, monitoring industry news and developments, and through access to more than 3000 paid databases.

Analysis Methods

Analysis and forecast given in "China Fast Food Analysis" is based upon various macro & micro economic, sector and industry specific databases. The most important platform for forecast is our in-house statistical and analytical model which takes in account the past and current trends in the economy and more specifically in an industry.

Also all the assumption and estimation are calculated using relationship between various industry and macroeconomic variable. Finally, our forecasting process is also informed by the active involvement of our analysts, industry experts. Involvement of these experts helps us to maintain the required accuracy and the desirable check on the quality of the data.

For more information visit: <http://www.rncos.com/Report/IM154.htm>

Current Industry News: <http://www.rncos.com/Blog/>

About RNCOS

RNCOS, incorporated in 2002, provides Market Research Reports for your business needs and aims to put an end to your information pursuit. Our expertise in gathering global business information for industry research, corporate training, growth consulting, and business consulting, brings reputed companies and firms to us for business enhancement solutions. We can be your one-stop-shop for Industry research information and niche market analysis.