

# Table of contents

<b>EXECUTIVE SUMMARY</b> .....	5	4.5 Geographical allocation of fast food stores.....	55
<b>INTRODUCTION</b> .....	7	4.6 Financial analysis of the industry (2013-2022)....	56
<b>1. GENERAL INFORMATION</b> .....	8	<b>5. MARKET</b> .....	62
1.1 Industry definition.....	9	5.1 Domestic market size of fast food chains (2014-2023).....	63
1.2 Main categories of food services.....	10	5.2 Market structure of fast food chains by product (2022, 2023).....	64
1.3 Industry general facts & figures.....	11	5.3 Facts of the franchise market.....	65
1.4 Industry characteristics.....	12	5.4 Porter’s five forces.....	69
<b>2. INSTITUTIONAL FRAMEWORK</b> .....	13	<b>6.INTERNATIONAL MARKET</b> .....	76
2.1 Main national legislation.....	14	6.1 Quick service restaurant (QSR) market size worldwide.....	77
2.2 Main community legislation.....	20	6.2 Fast food chains in USA.....	80
<b>3. DEMAND</b> .....	21	6.3 Fast food chains in Europe.....	81
3.1 Determinants of demand.....	22	6.4 The fast food chains industry in selected European countries.....	82
3.2 Analysis of selected determinants of demand...	25	<b>7. CONCLUSIONS - PROSPECTS</b> .....	86
<b>4. SUPPLY</b> .....	46	7.1 SWOT Analysis.....	87
4.1 Turnover growth of major fast food chains (2018-2022).....	48	7.2 Main Findings - Prospects.....	88
4.2 Turnover growth of major fast food groups of companies (2018-2022).....	51	<b>APPENDIX</b>	
4.3 Ranking of major fast food chains based on turnover 2022.....	52	Financial indicators of companies of the industry (2013-2022).....	90
4.4 Indicative categorization of fast food chains.....	54		

# Table of contents

---

A. Capital structure and financial leverage indicators .....	91
B. Liquidity indicators.....	103
C. Activity indicators.....	107
D. Performance indicators.....	117
Financial formulas.....	127
<b>SOURCES &amp; BIBLIOGRAPHY</b> .....	<b>128</b>