



Market
Research



Country
Intelligence



Company
Leads



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Opportunities



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INTRODUCTION

It is important to keep up to date with what is happening in the industry in order to plan your company strategy effectively. The Business Information Centre can provide a wealth of information on all aspects of the food service industry from the global industry as a whole to the more specific sub-sectors.

In addition, Enterprise Europe NI is hosted by Invest Northern Ireland. The network can provide direct contact with market research centres throughout Europe and is a first point of contact for researching European food service markets.

*This guide has been designed to assist with desk research and shows **examples** of reports and websites that might be useful. It is only possible to give an idea of the content of databases and websites. Invest NI does not endorse any of the websites or information providers mentioned.*

MARKET REPORTS

BUSINESS INSIGHTS (www.globalbusinessinsights.com)

Business Insights publish a range of strategic management, market analysis reports focusing on consumer goods, energy, finance, healthcare and technology. The following is a sample of the reports available through the Business Insights database for the food service industry:

- Canned Food: Global Industry Guide February 2008
- Chilled Food in China, September 2009
- Chilled and Deli Food: Global Industry Guide May 2008
- UK Non Food in Grocers January 2009

BUSINESS MONITOR (www.businessmonitor.com)

Business Monitor provides Industry trend analysis and forecasts, and competitive intelligence on leading companies, covering 16 industries worldwide.

The Business Information Centre has access to all this information for the Asian and Middle East markets. The following is a sample of the reports available through the Business Monitor database for the food service industry:

- Industry Forecasts, Mass Grocery Retail, South Korea, Japan, Pakistan & Thailand, Q2 2010
- Industry Forecasts, Drink, South Korea, Japan & Pakistan, Q2 2010.
- Industry Forecasts, Food, South Korea, Japan & Pakistan, Q2 2010

DATAMONITOR (www.datamonitor.com)

Datamonitor reports provide comprehensive market intelligence, analysis and forecasting based on primary quantitative and qualitative research, providing the full picture on a particular industry, issue or trend. The following is a sample of the reports available through the Datamonitor database for the food service industry:

Market Reports, Interactive Models & Databooks

- Chilled Food in the UK to 2011.
- Food Service Industry in the UK to 2011.
- Food Service Database –Europe November 2008.
- Global Consumer Trends: Convenience 2009.
- Ready Meals in the UK to 2011

The industry profiles below are available:

- Cost Foodservice – August 2009
- Food Service - August 2009
- Profit Food Service – August 2009
- (All above available for the following countries:
Asia Pacific, Australia, Belgium, Brazil, Canada, Czech Republic, China, Denmark, Europe, France, Germany, Global, India, Italy, Japan, Mexico, Netherlands, Norway, Poland, Russia, Singapore, South Korea, Spain, Sweden, Taiwan and USA)

Frost & Sullivan (www.frost.com)

Frost & Sullivan provides access to over 4,000 market reports for a wide range of sectors globally. These market reports provide key information such as market size by volume and value, market sectors, market shares, distribution and market forecasts. The following is a sample of the reports available through Frost & Sullivan for the food service industry:

- Nanotechnology for Food and Beverage Applications (Technical Insights), Sept 2009
- North American and Western Europe Biopesticides Market, Jan 2010
- Probiotics in Foods and Beverages – Strategic Assessment of the Indian Market, Dec 2009
- Russian Food Industry Outlook, March 2009
- South African Market for Food Additives, Oct 2009
- Strategic Analysis of Retail & Consumer Trends of Health Foods & Beverages, Sept 2009

KEYNOTE (www.keynote.co.uk)

Keynote is an online database providing information on 27 industry sectors in the UK. Reports cover industrial and consumer sectors and information includes market size and trends, key players and company profiles. The following is a sample of the reports available through Keynote for the food service industry:

- Catering Equipment 2009
- Food Industry UK 2009
- Organic Food and Drink 2008
- Fast Food and Home Delivery Outlets 2008
- Top markets-Food, Catering and Drink, 2009
- Trends in Food Shopping 2008

MINTEL (www.mintel.com)

Mintel market reports analyse market sizes and trends, market segmentation and consumer attitudes and purchasing habits, as well as assessing the future market. The following is a sample of the reports available through Mintel for the food service industry:

- Business and Industry Catering, October, 2008
- Chain versus Independent Venues, UK, September 2009
- Convenience Stores UK, September 2009
- Food Retailing, UK November 2009
- Healthcare Catering UK, June 2008
- Pub Visits UK, November 2009
- Restaurant Service Trends UK, September 2009
- Roadside Catering UK, September 2008
- The Theatre and Eating Out, UK April 2009

PLIMSOLL (www.plimsoll.co.uk)

Plimsoll specialises in providing up to date, authoritative financial analysis. They publish in-depth industry reports and market analysis on over 1500 UK industries. The following is a sample of the reports available through Plimsoll for the food service industry:

- Food & Drink - Northern Ireland
- Food Colouring & Flavouring
- Food Consultants & Technologists
- Food Import & Export
- Food Ingredients
- Food Manufacturing
- Food Packaging
- Food Packing
- Food Processing Machinery & Equipment
- Food Processors
- Food Retailers
- Food Service Equipment
- Food Testing & Analysis
- Food Wholesale & Distribution

SNAPDATA (www.snapdata.com)

- Coffee Shops in Canada 2009
- Coffee Shops in Mexico 2009
- Fast Food & Takeaways in Italy 2009
- Fast Food & Takeaways in Mexico 2009
- Fast Food & Takeaways in Portugal 2009
- Fast Food & Takeaways in Russia 2009
- Fast Food & Takeaways in South Africa 2009
- Restaurants in Hong Kong 2009
- Restaurants in Hungary 2009
- Restaurants in Mexico 2009
- Restaurants in Switzerland 2009

OTHER MARKET REPORTS

Some Management Consultants specialise in different sectors and make detailed research available on their websites. Those with research available on the food service sector include:

- KPMG GLOBAL –
<http://www.kpmg.com/Global/en/WhatWeDo/Industries/Food-Drink-Consumer-Products/Pages/default.aspx>
- ERNST & YOUNG –
<http://www.ey.com/GL/en/Industries/Consumer-Products>
- ACCENTURE –
http://www.accenture.com/Global/Research_and_Insights/default.htm
- PWC GLOBAL –
<http://www.pwc.com/gx/en/retail-consumer/index.jhtml>

COMPANY INFORMATION

Identifying companies and finding the right information about their activities and performance is essential to making good business decisions. The Information Centre has a wide range of company databases that can provide financials, product information, company details or trade names. Company information on agents or distributors, competitors or even potential customers, can be searched for on an international, regional, national or local level through a variety of databases including Kompass and FAME.

Some of these databases have free, limited searching available on the internet. This can help to identify potential companies which can be researched further. The following links are useful:

- Bureau Van Dijk – Free Directory - www.bvdep.com
- Kelly's Directory – www.kellysearch.com
- Kompass – www.kompass.com

Datamonitor supplies company profiles on the larger global corporates inc, Cremonini, Italy, Vivartia, Athens, Pizza Express, UK, and Napier Brown, UK. These profiles provide an invaluable analysis into the competitive and strategic performance of the company.

OTHER HARD COPY DIRECTORIES

- Checkout Ireland Ltd - What's Instore 2009
- William Reed Directories - Food Manufacture Directory 2010
- A Pocketful of Meat Facts 2009 - Economics
- British Baker Business Directory 2010 - William Reed Directories
- Hospitality Review NI Yearbook 2009 - Federation of the Licensed Trade for NI
- Hotel and Catering Review 2009 - Jemma Publications
- Scottish Grocer's Federation Handbook 2010 - Scottish Grocer's Federation

- The Grocer Directory of Manufacturers & Suppliers 2010 - William Reed Directories
- Who's Who in Meat 2009 - William Reed Business Media Ltd

STATISTICS

The National Statistics website, www.statistics.gov.uk, holds information on import and export trade statistics for many products:

<http://www.statistics.gov.uk/OnlineProducts/>

Datamonitor also provides details on statistics and forecasts.

ASSOCIATIONS

Associations are an extremely useful way to find information on either markets or companies within the food service sector. Many associations hold detailed membership directories and many also include detailed market reports, statistics, events & industry news. They also provide useful links to further information. The food service sector associations include:

NORTHERN IRELAND:

- Northern Ireland Food and Drink Association: www.nifda.co.uk.
- N I Cooks and Chefs Association: www.Food.gov.uk.
- NI Meat Exporters Association : www.nimea.co.uk

IRELAND:

- Wholesale Irish and British Foods: www.whoesale.food.ireland.com
- Irish Food and Drink Wholesalers: www.wholesalersnetwork.com

UK

- Food Development Association: www.fda.co.uk.
- Brush Frozen Food Federation: www.biff.co.uk
- Food Service Packaging Association: www.fodservicepackaging.org.uk
- Catering Equipment Suppliers Association: www.csea.org.uk.
- Hospital Caterers Association: www.hospitalcaterers.org

EUROPE

- European Food Service equipment Distributors Association: www.intute.ac.uk.

- European Food Association and Services: www.ezilon.com.
- European Food Service Packaging Association: www.idspackaging.com.

USA

- American Association of Meat Processors: <http://www.aamp.com/>
- American Beverage Institute: <http://www.abionline.org/index.cfm>
- American Frozen Food Institute: <http://www.affi.com/>
- American Institute of Wine and Food: <http://www.aiwf.org/>
- America School Food Service Association: <http://www.asfsa.org/>
- Manufacturing Agents Association for the Food Service Industry: www.mafsi.org.
- National Automatic Vending Association: <http://www.vending.org/>
- National Restaurant Association: <http://www.restaurant.org/>
- North American Association of Food Equipment Manufacturers: www.nafem.org
- Produce Marketing Association - <http://www.pma.com/>

INTERNATIONAL

- Canadian Restaurant & Food Service Association: <http://www.crfa.ca/>
- Food Service World Association: www.foodserviceworld.com.
- Inflight Food Service Association: <http://www.ifsanet.com/>
- International Food Service Distributors Association: <http://www.ifdaonline.org/>
- International Food Service Executive's Association: <http://www.ifsea.com/>
- International Food Service Manufacturers Association: www.foodanddrinkdigital.com/International-Foodservice-ManufacturingAssociation.
- National Restaurant Association: www.restaurant.org.

Invest NI is not responsible for the content of external websites and inclusion in, or exclusion from, the above list does not imply recommendation, endorsement or otherwise of any company, product or service.

NEWS

Business Information Centre subscribes to a number of news databases which provide access to articles news and trade sources.

A vast amount of current and retrospective News articles on the industry can also be obtained from Datamonitor and Mintel.

The Lexis Nexis database has access to trade and news sources from around the world

JOURNALS AVAILABLE IN THE INFORMATION CENTRE:

- British Baker
- Catering and Licensing Review
- Checkout Ireland
- Dairy Industries International
- Grocer
- Grower
- Meat & Poultry
- Meat Trades Journal
- Mushroom Journal
- Mushroom People
- Scottish Journal
- Poultry World
- Ulster Grocer

INTERNET

The internet holds an extensive range of information on food service and related industries. Useful sites include:

- **Food Safety Magazine:** www.foodsafetymagazine.com/industrylinks.asp.
A comprehensive list of industry resources throughout the US.
- **NI Food Standards Agency:** <http://www.food.gov.uk/northernireland/>
Provides information on food hygiene and regulations for NI and also throughout the UK.
- **Hospitality Ireland:** <https://www.secure-ssl-server.us/hospitality-ireland/pages/advertiser.shtml>
The magazine for the food service & drinks sector in Ireland. Provides a list of suppliers and events.
- **Speciality and Gourmet Foods:** www.foodfirst.co.uk.
Foodfirst.co.uk offers you a wealth of useful information on speciality foods including daily recipes, masterclasses and a directory of thousands of producers, wholesalers, retailers and services suppliers.
- **British Food Wholesale Service:**
www.britishcornershop.co.uk/wholesale.
A website that delivers British food products worldwide.

- **Restaurant Supply and Warehouse:** www.foodservicewarehouse.com.
Restaurant supplies and equipment in the US.
- **Food and Beverage Wholesale Supplies UK:**
www.esources.co.uk/wholesale-suppliers.
Food and Beverage Wholesalers worldwide.
- **Food Service Distributors:**
www.foodservice.com/foodshow/foodshow_distributors.cfm.
Provides a list of the top 50 food service distributors in the US along with market reports on the sector.
- **Food Service Equipment Marketing:** www.fem.co.uk.
Foodservice Equipment Marketing (FEM) represents some of the foodservice equipment industry's leading manufacturers and brand names in the UK.

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SELLING TO THE PUBLIC SECTOR

Enterprise Europe (NI)'s Public Procurement Service (TED), offers the following services to subscribing businesses:

- Daily alerting service matching tender opportunities to tailored company profiles
- Advice and assistance on tendering procedures
- Information on UK and EU Public Procurement Regulations
- Assistance and advice on supplying to Local Government, Education Boards, the Health Sector and Utility companies
- Information on where to access tender opportunities for below EC thresholds
- Advice on how to find public tenders on the internet.

In addition to the TED service, a number of resources for the Public Procurement market are available through Enterprise Europe (NI).

For more information, please find attached a link into the 'Tender Information' section on the Invest NI website: www.investni.com/tenderinformation

EXHIBITIONS/TRADESHOWS

Exhibitions/Tradeshows are a good way to market your product, finding out who your competitors are, networking and finding new customers. To find out about exhibitions and tradeshows in the food service sector, worldwide or locally, just click on the links below:

- <http://www.exhibitions.co.uk/>
- <http://www.expodatabase.com/messedb/>

RELATED LINKS

Other sector guides related to the food service sector are:

- Bakery.
- Fish and Seafood
- Meat and Poultry
- Packaging

These sector guides along with others can be found on the Invest NI website:

<http://www.investni.com/index/publicationsa-z.htm?filter=S>

These are only examples of information available for the industry. If you require anything specific or have any questions, please do not hesitate to contact **Kathy McConville**, 028 9069 8127 or any member of the Business Information Centre by e-mail: bic@investni.com.

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