

FAST FOOD INDUSTRY (ІНДУСТРІЯ ШВИДКОГО ХАРЧУВАННЯ)

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Фаст-фуд – це одна з найпопулярніших серед населення форм громадського харчування і глобальний феномен. Найбільшого поширення фаст-фуд набув на території США. У світі існує 5 найбільших ресторанних систем швидкого харчування, які завдяки своїй маркетинговій політиці набули лідируючих позицій.

Fast food is the term given to food that can be prepared and served very quickly. While any meal with low preparation time can be considered to be fast food, typically the term refers to food sold in a restaurant or store with preheated or precooked ingredients, and served to the customer in a packaged form for take-out/take-away. The term "fast food" was recognized in a dictionary by Merriam–Webster in 1951.

The Global Fast Food Restaurants industry is only one component of the wider food service sub-sector, including cafes, cafeterias, full-service restaurants, casual dining, coffee shops, street stalls and takeout stands, with an estimated total revenue of about \$1.86 trillion (in US dollars) in 2012. The industry is estimated to account for revenue of \$706.7 billion in 2012, or about 38.0% of the global food service sub-sector. Industry revenue is estimated to increase at an annualized 2.1% in the five years through 2012, with a 3.2% increase expected in 2012. Developed nations will account for about 83.0% of total global industry revenue in 2012, led by the United States with 58.0% of total industry revenue. In the five years through 2017, industry revenue is forecast to increase. Health and obesity concerns also negatively affect the industry. However, growth in developing nations, particularly China, is benefiting major operators.

Today, the fast food industry has become a fiercely competitive arena where brand recognition and loyalty rules. Aggressive marketing and innovative advertising has not only succeeded in making the fast food industry truly massive, but they have also drawn fire from critics ranging from their advertising strategies, to the unwanted attention from public health concerns. Fast food is well and truly a global phenomenon. With massive promotional budgets, and smart advertising by adapting to public sentiments and moods, fast food industry will continue to be a force to be reckoned with.