

## Catering Market Research and Industry Analysis

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### DESCRIPTION

A catering company offers culinary services at events or other locations. Catering services are frequently priced per person. Typically, a catering proposal will specify the times of food service, staff arrival, bar opening and closing, and rental pick-up. The menu options, rental costs for supplies or furnishings, labour costs, and service fees are just a few of the many variables that can affect the cost of catering. The market offers a wide range of food catering services, including event catering, mobile catering, and airline catering.

Food is served from a truck, cart, or other vehicle by mobile catering. The last five years have seen a rise in demand for mobile catering. A meal or snack supplied to passengers on an aeroplane is known as airline catering. The preparation of lunches in separate containers is known as boxed lunch catering. They are frequently provided to companies for working lunches. Catering for events is a restaurant with a wait staff. Large events like weddings or banquets frequently use this kind of service. A full-service caterer will also offer table sets, lighting, and room accents. This category of reports covers topics such as company profiles in various market segments, equipment requirements for the industry, market predictions, and market trends.

### Catering market research

In the past ten years, the US catering sector has expanded exponentially. With sales of \$12 billion in 2017, the catering sector represented 11% of the foodservice industry. To match the rising client expectations, caterers have added newer menu items and are offering a wider range of services than previously. There are more catered events being hosted by households and businesses, and forecasts indicate that the catering industry will expand at a rate of 5-6% through 2019 as opposed to a significantly lower 1.8% growth rate from 2013 to 2018. A lot of well-known restaurant chains have begun looking towards catering as a potential source of income.

**Increasing reach of technology:** Customers now have

direct control over placing orders for the first time in the history of food service. As a result, the entire transaction cycle is sped up and serves as a direct conduit between customers and operations. Mobile technology has made it possible for customers to contact caterers.

**Healthy consumer spending:** According to statistics, the average catering order value has grown by 65% over the past 12 months. Consumer spending and corporate profits have both increased, contributing to this large expansion. It is projected that more homes and businesses would organise catered events and choose contracted meals for luncheons, parties, weddings, schools, hospitals, and trade exhibits. They may concentrate on their main event or programme because caterers take care of managing the meal programme for them.

### Industry analysis

The catering sector consists of companies that offer food, drinks, and other services to a range of customers, typically for special events. Jobs in the catering sector range from modest, private gatherings to major events that require the provision of not just food and beverage service but also tableware, linens, service workers, and other event-related services. Companies that offer catering services can range in size from a single person operating out of a single location to a major corporation with multiple sites. A caterer may own their own company or be an employee of a restaurant. Independent contractors may be used by caterers for a portion of their catering services.

### CONCLUSION

A caterer might offer their services for occasions like banquets and small dinners. These gatherings could take place in a person's house, a small restaurant, or a public space. Depending on their needs, some people may have a personal caterer who offers private catering services. In other instances, a caterer could be hired especially to provide food for a sizable occasion like a wedding, a family reunion, or a corporate gathering.

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