

## Current Situation Analysis and Future Prospects of Food Service Industry in Main 12 European Countries

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### Abstract

This presentation intends to find out what factors are very important to increase the expenditure of eating out in main 12 European countries. In the first demographic data such as population and annual disposable income are usable when discriminating which variable gives much more significantly impact on the consumption expense of eating outside in the 12 countries. The expense of eating outside is mainly determined by each disposable income in main 12 European countries, although the size of population in the 12 countries negatively influences on the expense of eating outside.

In addition to the above demographic variables, we should pay attention to other economic, socio-cultural and institutional variables in order to clarify what factors can strongly give much more influence on the expenditure value of eating out at the restaurant in the 12 countries viewing from a much wider perspective.

Throughout my presentation, it might become clear not only economic but also non-economic factors shouldn't be ignored if we accurately forecast the possibility of restaurants to be in prosper among 12 European countries in total.