

# Fast Food: 2<sup>nd</sup> largest industry in Pakistan

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Food is the basic necessity for all of us and we all earn money to get this basic necessity. A healthy diet is the basis for a well-functioning body. The quickly processed food which is being sold at various outlets have made this much popular and in the country like Pakistan where the business situation are getting from bad to worse still do have that extra space and flexibility for the fast food business. People of Pakistan are fond of eating and do appreciate any new thing which is being introduced to them and that is one major reason for which various in fact all the international brands are willing to open their franchises in Pakistan and amongst them many of them have already made their outlets in the major cities of Pakistan. McDonalds, KFC and Hardees are few of the renowned fast food chains which are running successfully in Pakistan.

Fast Food Industry in Pakistan is the 2nd largest in Pakistan. accounts for 27% of its value added production and 16% of the total employment in manufacturing sector with an estimated 180 million consumers, Pakistan holds the world's eighth largest market when it comes to fast food and food related business. More than 1000 large scale food processing enterprises in Pakistan. 75% of rural based food manufacturers are in so called informal sector (difficulty in accessing raw material finance informal sector (difficulty in accessing raw material, finance skills, knowledge and management).

Pakistan's fast food sector is changing significantly with an inclined shift in life styles and traditional eating habits. According to the survey which was being made on the performance of the fast food business in Pakistan it was being revealed that an average consumer spends 42% of one's income on food. Retail sales of processed foods is expand-

ing by 10% annually. Supermarkets are gaining in popularity as a shopping venue and now account for about 10% of all retail food sales. In addition, Pakistan now hosts numerous western style fast food chains reflecting a rising popularity with such eating style.

On an average calculation the fast food business in Pakistan and the trend of eating habits of the locals in the country is increasing almost 21% annually which means the growth of the fast food business in Pakistan is more than 20% on annual basis which makes it as one of the fastest growing businesses not only in Pakistan but even in the entire world as well.

Food which is prepared and served within a short span of time is referred to as Fast Food. The fast food industry in Pakistan is undergoing an escalated boom. Despite fierce competition, this industry has managed to generate profitability and is well-received by the local masses as well. probability of exceptional growth in future as well.

In order to gain useful insight on this industry, a cutting edge technology-oriented market research agency, named Dynamic Research Consultancy, has

recently established the first ever Online Research Panel in Pakistan, in order to meet the research needs of local and international brands. Recently, in October 2013, it conducted a survey

Survey shows that larger proportion of females is visiting fast food chains than their male counterparts. The results proved that KFC and Pizza Hut have emerged as the most consumed fast food chains among both the genders and also, across both the age groups. Another interesting key finding was that McDonalds was more popular in females than in males. Reportedly, 42% females consume McDonalds as compare to only 33% of males. Similarly, is the case of Nando's, 21% of the female respondents agreed to regularly visit it as compared to 12% male respondents. Chicken Cottage ranks as the least preferred among both the gender and also across both age groups.

In terms of preference of fast food among the two different age groups, an interesting discovery was unearthed. The survey results demonstrated that the average frequency of visiting Fast Food chains is almost once per week for both the age groups. Even though, youngsters



are more likely to visit more, still mature adults have demonstrated a higher proclivity towards fast food consumption. Except Dominos's and Chicken Cottage, all the other fast food chains are more popular among the mature division.

Pakistan is a land where various cultures co-exist and this disparity is reflected in the eating habits of the general population as well. Recently, remarkable transformation has occurred in food consumption of the Pakistani masses. Fast food consumption has increased radically. This dramatic shift towards fast food consumption is primarily because people prefer convenience and good taste. Because of the emerging market trends in this particular industry, the casual taste among the masses is now congregating.

The changing consumer preferences, shifting lifestyles and presence of multinational chains have further facilitated and triggered fast food consumption in Pakistan. The aforementioned survey results also indicate the dominance of multinationals, this is because these chains have resorted to market led approaches and transformed their menus in order to satisfy consumer needs.

Recent statistics also demonstrate that growth in fast food in augmenting 20% annually, which implies that this is one the fastest growing businesses in Pakistan. Also, this signifies a hefty untapped market which can be exploited by local as well as international brands.

Although Pakistan is considered to be a dawdler in technology and various other sectors, but one cannot deny the exceptional growth and the potential that fast food industry inherits in Pakistan. Not only its development can contribute towards macroeconomic stability but also, latent needs of the consumers can be met.

### Fast Food restaurants

Fast Food restaurants are becoming increasingly popular in Pakistan, as is the case worldwide. Convenience of eating on the go, better accessibility and economical prices have contributed significantly to the growth of fast food restaurants in Pakistan especially restau-



rants representing the well-known international chains like McDonalds, KFC, Pizza Hut etc.

Fast Food restaurants normally cater to food like burgers, pizzas, fried chicken, sandwiches, rolls and nuggets. The best term to describe the menu of these restaurants is 'Meat-Sweet Diet' which is mostly not very healthy but tasty none the less. Some of fast food restaurants in Pakistan only provide take away and home delivery service.

There are thousands of fast food restaurants currently operational in Pakistan, which are distributed in all the major cities. The more popular names like McDonalds and KFC have branches in almost all the bigger cities in Pakistan and their network is expanding each year. There are also some new names (new in Pakistan) like Hardees, Fat Burger and Burger King which have opened recently. Details of some most popular fast food restaurants in Pakistan are below:

**McDonald's:** McDonald's is one of most popular fast food restaurants in the country with existence in almost all the major cities. It is well known for its great taste, excellent quality of service and economical prices. It is also the biggest fast food chain in the world.

**KFC:** Among the leading and oldest fast food restaurants in Pakistan, KFC is symbol of quality and taste. It has country-wide existence and great menu. It is

also the second biggest fast food chain in the world.

**Pizza Hut:** Pizza Hut is the biggest pizza restaurant in Pakistan which is very popular for its great taste and attractive deals. It offers a great menu with variety of meals and excellent dining areas. It is also one of the biggest pizza chains in the world.

**Hardee's:** Hardees are another popular fast food restaurant in Pakistan with good taste and great menu. It has existence in Karachi, Lahore, Islamabad, Faisalabad and Multan.

**Domino's:** Dominos is a leading pizza place in Pakistan with growing popularity. It has existence in Karachi, Lahore, Islamabad and Rawalpindi.

**Burger King:** Burger King is one of the leading and most popular fast food restaurants in the world. But it is relatively new in Pakistan. It has existence in Karachi, Lahore, Islamabad and Multan. Fat Burger is another popular yet new fast food restaurant in Pakistan. It has existence in Karachi, Lahore and Islamabad.

### Problems

Nowadays in the World problems of fast food is widespread all over the world. Fast food restaurants are situated almost in every country. The most popular of them are McDonald's, Burger King's, KFC restaurants. With the efficient service, low

## Exclusive on Meat

prices, and casual atmosphere, fast food seems like the ideal "all-American" choice. In fact, over 25% of Americans consume fast food every day. There are many debates about the pluses and minuses of fast food, but in spite of them, that industry is prospering.

Proponents of fast foods ensure that these foods are safe for human consumption, but critics argue that their effects are bad for health. So, the most serious drawback of fast food is that it badly effects on health and well-being. Firstly, fast food contains a lot of calories, which can make you overweight, and this is one the most important problems in the United States of America, because, as we can see, fast food is mostly popular there. According to the recent study one out of four Americans eats fast food every day, due to the fast food culture, about 60% of Americans are overweight.

Fast food does not have to be unhealthy, but most of the time it is; consumers often order foods with more fat, calories, sugar, sodium, and less nutrition and vitamins than is necessary. Keep reading to find out some more about what makes fast food so common in America and how to pick healthier options.

Americans and other Western countries tend to eat more processed and fast food than Eastern areas, and scientists have found that when Eastern popula-

tions eat fast food in a similar pattern to the West, heart disease risk increases. According to this Google map, there are close to 50,000 fast food chains across the United States, with McDonalds being the largest restaurant chain. In the world, there are more than 500,000 fast food places.

Kids between the ages of 6 and 14 eat fast food 157,000,000 times every month. 96% of kids in school could recognize an image of Ronald McDonald, the face of McDonalds. The only recognizable figure that ranked higher was Santa Claus. To top it off, Americans spend nearly \$100 billion on fast food every year.

The most common vegetable served at fast food places is the potato in the form of French fries. There is no problem with eating fast food occasionally, but if you are eating it more than once a week, consider ordering some healthier options that are more nutritional.

This problem concerns not only USA. Furthermore, overweight, in the most cases, leads to problems such as diabetes and heart diseases. What is more scary, is that it can also receive sleep apnoea, impotence, high blood pressure, most types of cancer, headache, gallstones, osteoarthritis, depression, asthma, and lower back pain. One more disadvantage of fast food, which is not less important than the previous ones, is that it almost

doesn't contain vitamins, due to these entire disadvantages one should think before choosing fast food.

On the other hand, the greatest advantage of fast food is that it saves time. When a person does not have enough time for cooking it is very convenient to buy it already made. Moreover, buying fast food is handier while traveling. It is interesting to note, that most people believe that calories are harmful for our health, but this is not true, because human organism needs them for metabolism. We can see, that "one meal at a fast food restaurant contains all the calories you need for an entire day". So, fast food can be healthy when you eat it rarely. You can also find dishes in menu those are not so unhealthy. For instance, there you can always find salads and juices. Besides, fast food restaurants are cheaper than the others and this is one more reason why people choose them. To sum it up, I am convinced that fast food is more harmful than healthy, but if we eat it not very often, it will not damage your health.

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