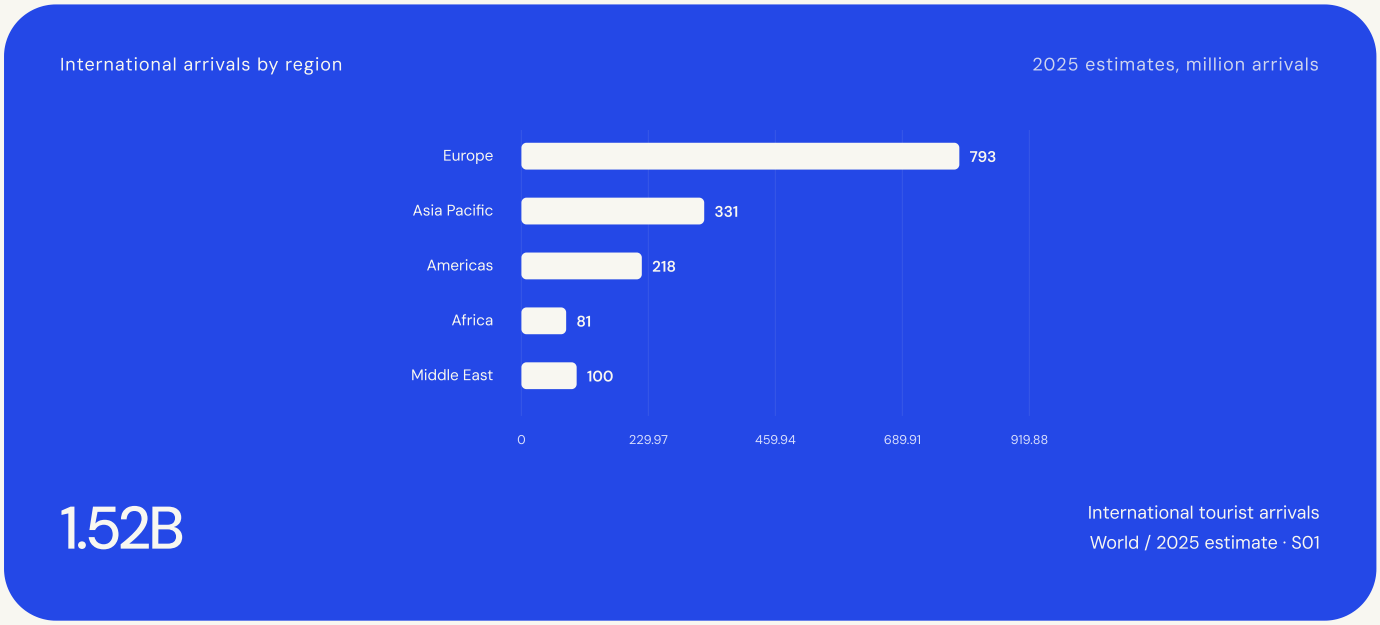
SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Corporate catering companies

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market.
Choose a focused segment.

The same headcount can lead to very different catering jobs. Regular workplace meals, training days and meeting refreshments need different arrangements.

1.52B
International tourist arrivals
World / 2025 estimate [S01]

+4%
Annual arrival growth
World / 2025 estimate [S01]

793M
Arrivals in Europe
2025 estimate [S01]

01 What you can offer

Offer a meal service suited to the workplace or event within the area you can deliver to.

02 Where to start

Choose regular workplace meals or event catering first.

03 What to ask

Ask about date, headcount and service format.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

International arrivals provide context for travel and hospitality activity. Prospecting should focus on the operators and organisers that can buy your service.

International tourist arrivals

World / 2025 estimate [S01]

1.52B

Annual arrival growth

World / 2025 estimate [S01]

+4%

Arrivals in Europe

2025 estimate [S01]

793M

What these figures cover

The figures are estimated international overnight arrivals for 2025 across all trip purposes, rather than business travel alone. Arrivals may differ from unique traveller counts.

Consider international customers

Inbound corporate groups and foreign-owned employers create international client routes while meals are delivered locally.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

International arrivals by region

2025 estimates, million arrivals

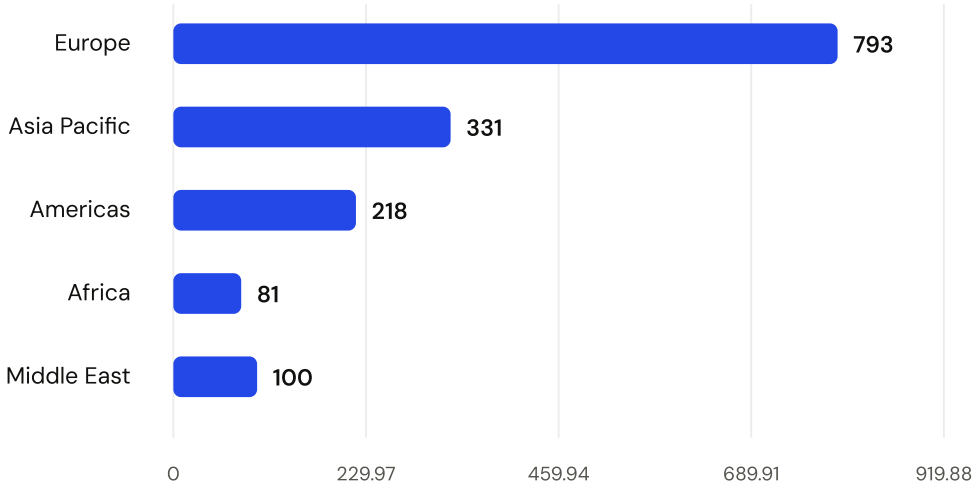


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Choose regular workplace meals or event catering first. Then research organisations in your delivery area that could buy that service.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Inbound corporate groups and foreign-owned employers create international client routes while meals are delivered locally.

The figures are estimated international overnight arrivals for 2025 across all trip purposes, rather than business travel alone. Arrivals may differ from unique traveller counts.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE
01
Potential buyer

Corporate offices

What to discuss

Ask offices whether they need regular meals or catering for particular meetings.

Who to speak with

Office, HR or event coordinator

PROFILE
02
Potential buyer

Training organisers

What to discuss

Plan break times, participant numbers and service flow with training organisers.

Who to speak with

Office, HR or event coordinator

PROFILE
03
Potential buyer

Industrial employers

What to discuss

Learn industrial workplaces' shifts, delivery times and meal-service arrangements.

Who to speak with

Office, HR or event coordinator

PROFILE
04
Potential buyer

Event venues

What to discuss

Discuss catering partnerships that fit an event venue's bookings and facilities.

Who to speak with

Office, HR or event coordinator

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Choose regular workplace meals or event catering first. Then research organisations in your delivery area that could buy that service.

Next step

Research a small group of relevant firms.

02

Define the work together

Ask about date, headcount and service format. Discuss menus, dietary needs and access before quoting.

Next step

Write down the agreed requirements.

03

Look across borders

Inbound corporate groups and foreign-owned employers create international client routes while meals are delivered locally.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 International tourist arrivals up 4% in 2025

UN Tourism · 20 January 2026

www.untourism.int ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/corporate-catering-companies/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION