

Population density and institutional and population characteristics of  
Brazilian cities and the location of fast food outlets: analysis of the  
evolution between 2015, 2016, and 2017

**Adriana Madeira**

University Presbyterian Mackenzie

**Viviana Giampaoli**

University of Sao Paulo, Institute of Mathematics and Statistics

**Lina Acosta**

University of Sao Paulo, Institute of Mathematics and Statistics

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## **Abstract**

The aim of this study was to seek to evaluate the effect of the population density and institutional and population characteristics of Brazilian cities on the evolution of the agglomeration process of fast food restaurants in Brazil between 2015, 2016, and 2017. The study showed that the increase in the number of fast food outlets and brands in Brazil over that period relates to the increase in demand, resulting from the rise in population density and increase in people living in urban centers, eating out and receiving the PAT (Food Program) benefit, despite an unstable economic and political environment. It is understood that this paper may serve as a basis for future longitudinal studies on the agglomeration of fast food companies and that the results laid out here could contribute to the development of fast food companies and the development of data on the country.

**Keywords:** *Fast food; Brazilian cities; Binomial Negative model*

**Track:** Retailing & Omni-Channel Management