



Euromonitor
International

Full-Service Restaurants in Mexico

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Slower growth is evident in full-service dining

INDUSTRY PERFORMANCE

Modest growth amid rising costs and operational challenges

European full-service restaurants enjoy dynamic growth driven by value strategies

Takeaway surges as hybrid model gains traction in full-service restaurants

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Slow growth ahead amid polarisation and stronger focus on delivery

Reinvention of full-service dining will focus on loyalty, lifestyle integration and experiential strategies

Sustainable dining to emerge alongside more ethical practices

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Consumer Foodservice in Mexico - Industry Overview

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Price-driven growth amid inflationary pressures

Third-party delivery platforms drive dynamic growth

Chains elevate value through experiences and loyalty programs

WHAT'S NEXT?

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Innovation and strategic partnerships to shape future growth

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COMPETITIVE LANDSCAPE

Alsea SAB de CV reinforces leadership with expansion and efficiency initiatives

Sbarro ranks as fastest-growing brand in consumer foodservice

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