



Euromonitor
International

Consumer Foodservice in Argentina

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EXECUTIVE SUMMARY

Foodservice struggles with significant challenges

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Reduced customer traffic amid ongoing recession

Delivery apps become increasingly important

Loyalty programmes gain traction amongst larger chains

WHAT'S NEXT?

Consumer foodservice set for real growth as inflation eases

Healthier offerings to gain traction

Sustainable practices will gain momentum

COMPETITIVE LANDSCAPE

Ice cream specialist Helacor SA leads sales

La Fabrica leads growth

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Café/bars revenue rises due to increases, amid falling transactions

Specialist coffee and tea shops lead growth
Independent businesses register rapid expansion

WHAT'S NEXT?

Economic recovery will boost sales
Delivery will remain limited as on-site experiences grow in importance
Peabody launches experiential coffee shop to showcase specialist coffee and appliances

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INDUSTRY PERFORMANCE

Transactions fall across full-service restaurants
Other full-service restaurants lead growth through attractive promotions
Full-service restaurants adapt to economic pressures with affordable menus and delivery services

WHAT'S NEXT?

Sales will recover as economy stabilises
Delivery model will gain ground
High-end restaurants will thrive on global stage

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Chicken limited-service restaurants lead growth

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Limited-service restaurants poised for stronger performance

Fulfilment growth set to accelerate with intensified competition between players

El Desembarco eyes acquisition of Burger King

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INDUSTRY PERFORMANCE

Self-service cafeterias decline in popularity

Chained self-service cafeterias show greater reliance

Players leverage affordable menu options to attract customers

WHAT'S NEXT?

Declining value sales amid outlet closures

Fulfilment will remain virtually non-existent

Coto takes advantage of unused space in Zona E! locations to offer children's birthday party services

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Standalone foodservice sees price-driven growth amid falling transactions
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WHAT'S NEXT?

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COMPETITIVE LANDSCAPE

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