



Euromonitor
International

Full-Service Restaurants in South Africa

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Full-Service Restaurants in South Africa - Category analysis

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2025 DEVELOPMENTS

Full-service restaurants navigate cost pressures and changing consumer habits

INDUSTRY PERFORMANCE

Full-service restaurants record positive growth despite ongoing cost pressures

Pizza full-service restaurants register strong demand due to sharing appeal

Consumers prioritise value-for-money, fulfilment efficiency and meaningful social experiences

WHAT'S NEXT?

Growth will be constrained by value pressures and channel competition

Major players look to diversify fulfilment strategies

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Spur maintains leadership

Krugkor Pty Ltd's Dros brand leads growth

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Consumer Foodservice in South Africa - Industry Overview

EXECUTIVE SUMMARY

Convenience, cost pressures and consumer caution are key influences

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INDUSTRY PERFORMANCE

Macroeconomic stabilisation boosts performance as consumers remain price sensitive

Frictionless and omnichannel fulfilment gain strategic importance

Loyalty schemes play increasingly central role in consumer engagement

WHAT'S NEXT?

Convenience, digitalisation and evolving consumer habits will sustain growth

Technology and format innovation to drive competitive differentiation

COMPETITIVE LANDSCAPE

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