



Euromonitor  
International

# Limited-Service Restaurants in Chile

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## Limited-Service Restaurants in Chile - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Contrasting dynamics characterise limited-service restaurants

#### INDUSTRY PERFORMANCE

Upward trajectory in foodservice current value sales amid sharp variation across categories

Chicken format strengthens position through expansion and versatility

Delivery partnerships and mall footfall drive fulfillment efficiency

#### WHAT'S NEXT?

Positive outlook underpinned by scale, expansion and strong value appeal

Stronger mall traffic and delivery integration to shape fulfillment evolution

Copec to intensify competition through foodservice integration

#### COMPETITIVE LANDSCAPE

Aggressive pricing and product upgrades reinforce McDonald's leadership

Value positioning and digital activation fuel Little Caesar's Pizza's momentum

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## Consumer Foodservice in Chile - Industry Overview

### EXECUTIVE SUMMARY

Players adapt to the environment with a shift towards efficiency and value-driven strategies

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Priced value gains in a highly competitive cost environment

Channel strategies adapt amid rising costs and normalisation of consumption

Loyalty shifts towards delivery ecosystems as restaurants lean on experience

#### WHAT'S NEXT?

Rising sales to be supported by value-offering formats and consumer confidence gains

Growth of Asian-themed formats shapes innovation in 2025

Sustainability advances slowly, driven mainly by regulation and consumer action

## COMPETITIVE LANDSCAPE

Brand leadership is reinforced through value, convenience and channel reach

Little Caesar's Pizza shows dynamism through its signature Hot-N-Ready model

New entrants disrupt the competitive landscape

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/limited-service-restaurants-in-chile/report](https://www.euromonitor.com/limited-service-restaurants-in-chile/report).