



Euromonitor
International

Limited-Service Restaurants in Peru

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2025 DEVELOPMENTS

Strong year for limited-service restaurants

INDUSTRY PERFORMANCE

Strong growth driven by improved economy, new outlets, greater social media presence and strengthened delivery

Pizza limited-service restaurants benefit from expansion strategies

Major players develop their delivery services to offer customers greater convenience and security

WHAT'S NEXT?

Economic growth and new locations ensure a positive future

Dynamic delivery sales due to offers, the safety of eating at home, and digital payment methods

Investment in store environment and product innovation

COMPETITIVE LANDSCAPE

Delosi SA maintains its lead through expansion and strong marketing activity

Strong growth of Grupo Roky's Pollería driven by store expansion, attractive offers and collaborations with prominent partners

Independent foodservice holds the largest share

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Consumer Foodservice in Peru - Industry Overview

EXECUTIVE SUMMARY

Growth supported by improved economy, outlet expansion and international recognition

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Consumer foodservice benefits from an improving economic environment

Delivery expansion supported by the rapid adoption of third-party platforms

Restaurant loyalty programmes have low penetration, but are well received

WHAT'S NEXT?

Growth driven by dynamic marketing strategies, outlet expansion and economic improvement

New flavours, presentations, and fusions

Sustainability efforts to enhance the customer experience through higher-quality offerings

COMPETITIVE LANDSCAPE

Delosi SA leads, supported by a diverse portfolio of brands

Grupo Norkys' dynamism driven by constant promotions, strategic partnerships, and an ambitious expansion of new locations

NG Restaurants SA operates a broad portfolio of brands

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