



Euromonitor  
International

# Limited-Service Restaurants in Colombia

March 2026

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## Limited-Service Restaurants in Colombia - Category analysis

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#### 2025 DEVELOPMENTS

Operators prioritise profitability, operational efficiency, and controlled price adjustments rather than aggressive outlet expansion

#### INDUSTRY PERFORMANCE

Market stabilisation and cost pressures in 2025

Rising cost of beef reshapes competition in burger limited-service restaurants

Turbo operation reshapes profitability and strategy in delivery

#### WHAT'S NEXT?

Flexible formats and new geographies drive expansion

WhatsApp could be the next strategic channel for restaurant digitalisation

Local sourcing as a pillar of sustainability and differentiation

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Resilience and growth despite an increasingly challenging environment

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#### INDUSTRY PERFORMANCE

A growing market despite inflationary pressures

Delivery development marked by profitability, speed, and new models

Average spend boosted through value-driven experiences

#### WHAT'S NEXT?

Transformation and moderate growth

Menus, channels, and new formats are key fronts of innovation

Building value through responsible sourcing and transparent narratives

## COMPETITIVE LANDSCAPE

Crepes & Waffles consolidates its position as market leader in 2025

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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-colombia/report](https://www.euromonitor.com/limited-service-restaurants-in-colombia/report).