



# Self-Service Cafeterias in South Korea

February 2024

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## Self-Service Cafeterias in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Independent self-service cafeterias shows double-digit retail value growth  
Ikea Restaurant shows a substantial decline in retail value sales and transactions  
Growth is observed in B2B self-service cafeterias

#### PROSPECTS AND OPPORTUNITIES

Independent self-service cafeterias set to grow in retail value terms, but not in outlet numbers  
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