



Full-Service Restaurants in South Africa

February 2024

Table of Contents

Full-Service Restaurants in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising costs result in a shift to smaller format outlets
Boost in tourism numbers benefits foodservice operators
Health and wellness trend leads to greater variety on menus

PROSPECTS AND OPPORTUNITIES

Economic crisis will continue to influence price-sensitive consumers over the forecast period
Some consumers will pay more for a premium experience
Digital transformation appeals to a broader consumer base

CATEGORY DATA

Table 1 - Full-Service Restaurants by Category: Units/Outlets 2018-2023
Table 2 - Sales in Full-Service Restaurants by Category: Number of Transactions 2018-2023
Table 3 - Sales in Full-Service Restaurants by Category: Foodservice Value 2018-2023
Table 4 - Full-Service Restaurants by Category: % Units/Outlets Growth 2018-2023
Table 5 - Sales in Full-Service Restaurants by Category: % Transaction Growth 2018-2023
Table 6 - Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2018-2023
Table 7 - GBO Company Shares in Chained Full-Service Restaurants: % Foodservice Value 2019-2023
Table 8 - GBN Brand Shares in Chained Full-Service Restaurants: % Foodservice Value 2020-2023
Table 9 - Forecast Full-Service Restaurants by Category: Units/Outlets 2023-2028
Table 10 - Forecast Sales in Full-Service Restaurants by Category: Number of Transactions 2023-2028
Table 11 - Forecast Sales in Full-Service Restaurants by Category: Foodservice Value 2023-2028
Table 12 - Forecast Full-Service Restaurants by Category: % Units/Outlets Growth 2023-2028
Table 13 - Forecast Sales in Full-Service Restaurants by Category: % Transaction Growth 2023-2028
Table 14 - Forecast Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2023-2028

Consumer Foodservice in South Africa - Industry Overview

EXECUTIVE SUMMARY

Consumer foodservice in 2023: The big picture
2023 key trends
2023 key trends
Competitive landscape
Independent foodservice developments
What next for consumer foodservice?

MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2018-2023
Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023
Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023
Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023
Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023
Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023
Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023
Table 22 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023
Table 23 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023
Table 24 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023
Table 25 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028
Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/full-service-restaurants-in-south-africa/report.