



# Limited-Service Restaurants in South Korea

February 2024

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## Limited-Service Restaurants in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Impact of prolonged inflation on pizza, chicken, and bakery limited-service restaurants

Burger limited-service restaurants satisfies consumers with simplicity and novelty

Convenience stores limited-service restaurants solidifies its position as a key category within consumer foodservice

#### PROSPECTS AND OPPORTUNITIES

Food tech will play a key role in maximising operational efficiencies and avoiding further price increases by minimising expenses

New entrants and diversification will lead to fierce competition between categories in limited-service restaurants

Third-party delivery platforms will maintain their position, while first-party delivery apps will continue to grow and improve

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