



Limited-Service Restaurants in India

April 2024

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Limited-Service Restaurants in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation and health consciousness dampen the growth of limited-service restaurants

Limited-service restaurants innovate their menus, offering value meals to boost consumer demand

Delivery remains in focus to ensure brand availability to a wider consumer group

PROSPECTS AND OPPORTUNITIES

Growth for chained limited-service restaurants set to continue, boosted by outlet expansion and evolving lifestyles

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