

Limited-Service Restaurants in Peru

February 2024

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Limited-Service Restaurants in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Limited-service restaurants continues to perform well, thanks to dynamism in marketing and delivery services

Chicken limited-service restaurants continues to lead sales within the category

Fierce competition in pizza limited-service restaurants, with ongoing promotions and marketing campaigns

PROSPECTS AND OPPORTUNITIES

Limited-service restaurants will continue to see growth in the years ahead, but challenges remain

New outlets will be rare due to the economic slowdown, but some chains will continue to expand

Third-party deliveries continue to be relevant partners, but they are saturated and high costs, so restaurants are looking for other delivery options and own channels

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DISCLAIMER

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