

# Limited-Service Restaurants in Italy

February 2024

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## Limited-Service Restaurants in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Limited-service restaurants sees healthy growth in 2023 despite economic pressures

Innovation and a growing focus on international flavours

Delivery and takeaway becoming an increasingly important sales driver

#### PROSPECTS AND OPPORTUNITIES

Positive outlook for limited-service restaurants with an increasingly diverse range of options likely to be seen

KFC and Billy Tacos thriving in Italy with further expansion predicted

Pret a Manger opens its first outlet in 2023 with more openings planned for the future

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