

Full-Service Restaurants in Brazil

February 2024

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Full-Service Restaurants in Brazil - Category analysis

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2023 DEVELOPMENTS

High levels of indebtedness - a consequence of the pandemic

Maintaining customer service is one of the main challenges

Third party delivery apps grow as they aim to expand into smaller regions and offer more affordable prices

PROSPECTS AND OPPORTUNITIES

Entry of major manufacturers to foodservice as a strategy to get closer to end consumers

Comfort food through heritage, indulgence and a return to familiar flavours

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