

Self-Service Cafeterias in India

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Limited-service restaurants and menu constraints hamper potential for self-service cafeterias

Self-service cafeterias are popular amongst busy urban consumers looking for full meals at reasonable prices

Streamlining of menus to tackle elevated ingredients prices and cater to cost-conscious consumers

PROSPECTS AND OPPORTUNITIES

Self-service cafeterias to remain a niche due to lack of delivery, and limited waiting staff

Partnerships with meal coupon providers, and occasion-specific offers could enhance visibility and attract footfall

The healthy and nutritional food offered at self-service cafeterias could help drive sales

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