



Self-Service Cafeterias in India

March 2026

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Self-Service Cafeterias in India - Category analysis

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2025 DEVELOPMENTS

Impact of rising costs, reduced footfall, and more cautious consumer spending

INDUSTRY PERFORMANCE

Sales slow in 2025 amid cost pressures

Value for money remains a key driver

WHAT'S NEXT?

Growth supported by consumer demand for convenient, affordable, and hygienic meals

Fulfilment evolution enhances convenience and access in self-service cafeterias

Innovation drives menu relevance and consumer engagement

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Category remains highly fragmented, catering to diverse local needs

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Consumer Foodservice in India - Industry Overview

EXECUTIVE SUMMARY

Rising price sensitivity driven by inflation

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INDUSTRY PERFORMANCE

Inflation shapes demand

Convenience and fulfilment redefine access in Indian foodservice

Experiences and loyalty programmes drive differentiation in a competitive market

WHAT'S NEXT?

Rising urban demand and convenience drive foodservice growth

Menu and delivery innovation reshape consumer experiences

Sustainability becomes a key differentiator to strengthen brand appeal and consumer loyalty

COMPETITIVE LANDSCAPE

Domino's Pizza maintains its lead through digital dominance and delivery scale
Street stalls/kiosks dominate while limited-service restaurants lead growth in 2025
Third-party delivery reshapes fulfilment and accelerates market access

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