

Full-Service Restaurants in Mexico

March 2024

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Full-Service Restaurants in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

New experiences as a strategy to drive growth Remodelling and strategic moves to enhance profitability Loyalty programmes to incentivise consumption

PROSPECTS AND OPPORTUNITIES

Reduction of the working week to 40 hours may affect channel's performance Collaborations and social responsibility as forms of interaction with consumers Wider offering of plant-based dishes to meet consumer demand

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