



Self-Service Cafeterias in South Korea

March 2026

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Self-Service Cafeterias in South Korea - Category analysis

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Modest growth in self-service cafeterias

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Appeal of affordable Korean buffets pays dividends

Ikea Restaurants embraces discounting to attract shoppers

WHAT'S NEXT?

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Lacklustre performance reflects weak purchasing power

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Economic headwinds eat into revenue performance

Restaurants roll out direct to consumer initiatives

Experiential offerings and loyalty programmes gain traction

WHAT'S NEXT?

Modest outlook for consumer foodservice

Automation and AI are embraced to enhance efficiency and reduce labour costs

Sustainability and focus on Gen Z/Alpha

COMPETITIVE LANDSCAPE

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