



Euromonitor
International

Full-Service Restaurants in Argentina

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Full-Service Restaurants in Argentina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Full-service restaurants navigate recession with promotions, delivery and premium positioning

INDUSTRY PERFORMANCE

Transactions fall across full-service restaurants

Other full-service restaurants lead growth through attractive promotions

Full-service restaurants adapt to economic pressures with affordable menus and delivery services

WHAT'S NEXT?

Sales will recover as economy stabilises

Delivery model will gain ground

High-end restaurants will thrive on global stage

COMPETITIVE LANDSCAPE

Kansas leads full-service restaurants

Multifood Group leads growth with Mooi brand, albeit from low base

Independent operators continue to dominate the full-service landscape

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Consumer Foodservice in Argentina - Industry Overview

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Foodservice struggles with significant challenges

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Reduced customer traffic amid ongoing recession

Delivery apps become increasingly important

Loyalty programmes gain traction amongst larger chains

WHAT'S NEXT?

Consumer foodservice set for real growth as inflation eases

Healthier offerings to gain traction

Sustainable practices will gain momentum

COMPETITIVE LANDSCAPE

Ice cream specialist Helacor SA leads sales

La Fabrica leads growth

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