



Euromonitor
International

Consumer Foodservice By Location in India

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Foodservice operators capture both convenience-driven and social dining occasions

INDUSTRY PERFORMANCE

Consumer foodservice by location accelerates as out-of-home occasions recover

Standalone outlets remain the anchor of India's foodservice market

Consumers increasingly weigh affordability, convenience, and experience

WHAT'S NEXT?

Expansion of tier-2 and tier-3 cities drives new market opportunities

Digital integration and hybrid fulfilment redefine consumer access

Menu innovation and premiumisation to balance value and experience

COMPETITIVE LANDSCAPE

Location type drives competitive strategies in consumer foodservice

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[Consumer Foodservice in India - Industry Overview](#)

EXECUTIVE SUMMARY

Rising price sensitivity driven by inflation

KEY DATA FINDINGS

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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Independent operators dominate, reflecting strong demand for local and regional offerings, affordable pricing, and flexible formats

Innovation drives differentiation among chained and independent operators

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