Euromonitor International

Consumer Foodservice By Location in Mexico

March 2026

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Consumer Foodservice By Location in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Retail locations provide growth stimulus

INDUSTRY PERFORMANCE

Retail spaces fuel foodservice growth as shopping centres reinforce their role in leisure and convenience
Standalone restaurants see slower growth as consumers opt for affordable, experience-driven dining
Delivery, drive-thrus and digital kiosks redefine the consumer foodservice landscape

WHAT'S NEXT?

Retail spaces poised for strong growth as shopping centres redefine dining experiences
Shifting dynamics in consumer foodservice through standalone
FIFA World Cup 2026 and demographic shifts are key opportunities for growth

COMPETITIVE LANDSCAPE

OXXO continues its dominance in high-traffic non-standalone locations
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Consumer Foodservice in Mexico - Industry Overview

EXECUTIVE SUMMARY

A challenging economy slows market performance

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price-driven growth amid inflationary pressures
Third-party delivery platforms drive dynamic growth

Chains elevate value through experiences and loyalty programs

WHAT'S NEXT?

Positive yet challenging outlook ahead for consumer foodservice
Innovation and strategic partnerships to shape future growth
Environmental challenges ahead for delivery and takeaway channels

COMPETITIVE LANDSCAPE

Alsea SAB de CV reinforces leadership with expansion and efficiency initiatives
Sbarro ranks as fastest-growing brand in consumer foodservice
Little Caesar's Pizza leads limited-service restaurants with affordable pricing and integrated third-party delivery

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Loyalty programs and delivery apps to redefine consumer foodservice innovation

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