

Full-Service Restaurants in South Africa

February 2024

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Full-Service Restaurants in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising costs result in a shift to smaller format outlets
Boost in tourism numbers benefits foodservice operators
Health and wellness trend leads to greater variety on menus

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Economic crisis will continue to influence price-sensitive consumers over the forecast period
Some consumers will pay more for a premium experience
Digital transformation appeals to a broader consumer base

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DISCLAIMER

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