



**Euromonitor
International**

Self-Service Cafeterias in the US

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Table of Contents

Self-Service Cafeterias in the US - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Self-service cafeterias: Navigating economic volatility through scale and value

INDUSTRY PERFORMANCE

Consumers are looking for safety, value and convenience

Self-service cafeterias are particularly susceptible to spoilage and ingredient shifts – chained operators outperform

Self-service cafeterias push the bounds of value offerings

WHAT'S NEXT?

Self-service cafeterias reliant on core consumer groups to extend their lifespan

Self-service cafeterias reliant on adjacency and smart placement more than others

Sustainability practices will remain important even as messaging dies off

COMPETITIVE LANDSCAPE

Golden Corral dominates due to a lack of strong competition

Chained self-service cafeterias continues to perform best amidst turbulence

Value offering not enough for regional brands in many cases, consolidation a possible outcome

CATEGORY DATA

Table 1 - Self-Service Cafeterias: Units/Outlets 2020-2025

Table 2 - Sales in Self-Service Cafeterias: Number of Transactions 2020-2025

Table 3 - Sales in Self-Service Cafeterias: Foodservice Value 2020-2025

Table 4 - Sales in Self-Service Cafeterias: % Units/Outlets Growth 2020-2025

Table 5 - Sales in Self-Service Cafeterias: % Transaction Growth 2020-2025

Table 6 - Sales in Self-Service Cafeterias: % Foodservice Value Growth 2020-2025

Table 7 - GBO Company Shares in Chained Self-Service Cafeterias: % Foodservice Value 2021-2025

Table 8 - GBN Brand Shares in Chained Self-Service Cafeterias: % Foodservice Value 2022-2025

Table 9 - Forecast Self-Service Cafeterias: Units/Outlets 2025-2030

Table 10 - Forecast Sales in Self-Service Cafeterias: Number of Transactions 2025-2030

Table 11 - Forecast Sales in Self-Service Cafeterias: Foodservice Value 2025-2030

Table 12 - Forecast Self-Service Cafeterias: % Units/Outlets Growth 2025-2030

Table 13 - Forecast Sales in Self-Service Cafeterias: % Transaction Growth 2025-2030

Table 14 - Forecast Sales in Self-Service Cafeterias: % Foodservice Value Growth 2025-2030

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Consumer Foodservice in the US - Industry Overview

EXECUTIVE SUMMARY

Macroeconomic and policy disruptions reshape consumer foodservice

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Navigating operational volatility and the premiumisation of value

Brands adapt to capture value-conscious diners demanding convenience

Loyalty programmes and experiences connect with customers in a price-sensitive world

WHAT'S NEXT?

Challenges abound, but US consumers still love to eat

The legacy of GLP-1

COMPETITIVE LANDSCAPE

The golden arches remain important in consumer foodservice in the US
Dutch Bros continues to see the winds blow in its favour
K-Brands and beyond continue to push experiential dining in the US market

CHANNELS

Chained and independent operators continue to face bankruptcy and closures
Delivery is automating to try and overcome human sentiment about delivery fees

MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2020-2025
Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2020-2025
Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2025
Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2020-2025
Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2020-2025
Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2025
Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2020-2025
Table 22 - Sales in Consumer Foodservice by Fulfilment: % Foodservice Value 2020-2025
Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2025
Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2022-2025
Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2025
Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2025-2030
Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/self-service-cafeterias-in-the-us/report.