Euromonitor International

Limited-Service Restaurants in South Africa

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Limited-Service Restaurants in South Africa - Category analysis

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2025 DEVELOPMENTS

Value-led dining and convenience shape limited-service restaurant expansion

INDUSTRY PERFORMANCE

Steady growth for limited-service restaurants, despite operational challenges
Fish-focused chains see strongest performance but chicken remains South African favourite
Balance between value-for-money and convenience drives consumer choice

WHAT'S NEXT?

Digital acceleration and ongoing popularity of chicken-based menus will drive growth
Convenience-led fulfilment will shape next phase of growth
Supermarket-prepared food will represent rising competition

COMPETITIVE LANDSCAPE

Famous Brands leads increasingly competitive landscape
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Consumer Foodservice in South Africa - Industry Overview

EXECUTIVE SUMMARY

Convenience, cost pressures and consumer caution are key influences

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INDUSTRY PERFORMANCE

Macroeconomic stabilisation boosts performance as consumers remain price sensitive
Frictionless and omnichannel fulfilment gain strategic importance
Loyalty schemes play increasingly central role in consumer engagement

WHAT'S NEXT?

Convenience, digitalisation and evolving consumer habits will sustain growth
Technology and format innovation to drive competitive differentiation

COMPETITIVE LANDSCAPE

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