Euromonitor International

Limited-Service Restaurants in India

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Limited-Service Restaurants in India - Category analysis

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2025 DEVELOPMENTS

Value-for-money and portion satisfaction shape consumer choices in 2025

INDUSTRY PERFORMANCE

Urban selectivity and cost pressures moderate growth in 2025
Pizza emerges as the fastest-growing category
Fulfilment and value-for-money considerations shape performance

WHAT'S NEXT?

Double-digit growth supported by urbanisation and rising disposable incomes
Rising delivery and digital ordering enhance value growth
Differentiated offerings and consumer-centric innovation fuel expansion

COMPETITIVE LANDSCAPE

Domino's strengthens its position through product innovation and wider market reach
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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
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