



**Euromonitor
International**

Limited-Service Restaurants in Argentina

March 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Limited-service restaurants navigate inflationary environment

INDUSTRY PERFORMANCE

- Limited-service restaurants show relative resilience amid recession
- Chicken limited-service restaurants lead growth
- Delivery apps thrive, as consumers seek affordable dining options

WHAT'S NEXT?

- Limited-service restaurants poised for stronger performance
- Fulfilment growth set to accelerate with intensified competition between players
- El Desembarco eyes acquisition of Burger King

COMPETITIVE LANDSCAPE

- Helacor SA continues to hold sway, ahead of burger chains
- La Fabrica SRL is fastest-growing player, supported by increasing outlet numbers and targeted promotions
- Chains dominate limited-service restaurants

CATEGORY DATA

- Table 1 - Limited-Service Restaurants by Category: Units/Outlets 2020-2025
- Table 2 - Sales in Limited-Service Restaurants by Category: Number of Transactions 2020-2025
- Table 3 - Sales in Limited-Service Restaurants by Category: Foodservice Value 2020-2025
- Table 4 - Limited-Service Restaurants by Category: % Units/Outlets Growth 2020-2025
- Table 5 - Sales in Limited-Service Restaurants by Category: % Transaction Growth 2020-2025
- Table 6 - Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2020-2025
- Table 7 - GBO Company Shares in Chained Limited-Service Restaurants: % Foodservice Value 2021-2025
- Table 8 - GBN Brand Shares in Chained Limited-Service Restaurants: % Foodservice Value 2022-2025
- Table 9 - Forecast Limited-Service Restaurants by Category: Units/Outlets 2025-2030
- Table 10 - Forecast Sales in Limited-Service Restaurants by Category: Number of Transactions 2025-2030
- Table 11 - Forecast Sales in Limited-Service Restaurants by Category: Foodservice Value 2025-2030
- Table 12 - Forecast Limited-Service Restaurants by Category: % Units/Outlets Growth 2025-2030
- Table 13 - Forecast Sales in Limited-Service Restaurants by Category: % Transaction Growth 2025-2030
- Table 14 - Forecast Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2025-2030

DISCLAIMER

Consumer Foodservice in Argentina - Industry Overview

EXECUTIVE SUMMARY

Foodservice struggles with significant challenges

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

- Reduced customer traffic amid ongoing recession
- Delivery apps become increasingly important
- Loyalty programmes gain traction amongst larger chains

WHAT'S NEXT?

- Consumer foodservice set for real growth as inflation eases
- Healthier offerings to gain traction

Sustainable practices will gain momentum

COMPETITIVE LANDSCAPE

Ice cream specialist Helacor SA leads sales

La Fabrica leads growth

Affordable brands gain traction

CHANNELS

Independent outlets struggle amid economic pressures

Argentinian AI startup transforms restaurant call management

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 Fulfillment: % 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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/limited-service-restaurants-in-argentina/report.