

# Limited-Service Restaurants in Latin America

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Scope

Key findings

## REGIONAL OVERVIEW

Latin America loses momentum due to pandemic

Price competition and discounts characterise the forecast period

Delivery helps limited-service restaurant sales during the pandemic

All categories struggle to adapt to quarantine measures

Outlet closures across Latin America in 2020

Customers become less brand loyal and focus on price

Limited mobility during pandemic puts the brakes on growth

Stand-alone outlets benefit from delivery apps

## LEADING COMPANIES AND BRANDS

Top brands invest in expanding operations to mid-sized cities

McDonald's registers rapid growth in Latin America

Brazil and Mexico are the priority markets for the top companies

The franchise format enables rapid expansion

## FORECAST PROJECTIONS

Growth will continue to be affected by socioeconomic factors

Delivery and price competition will be key drivers for growth

## COUNTRY SNAPSHOTS

Argentina: Market context

Argentina: Competitive and retail landscape

Brazil: Market context

Brazil: Competitive and retail landscape

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Chile: Competitive and retail landscape

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Colombia: Competitive and retail landscape

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Peru: Competitive and retail landscape

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