

Full-Service Restaurants in South Africa

Market Direction | 2023-03-13 | 31 pages | Euromonitor

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Report description:

While full-service restaurants struggled to recover in 2021, following the reinstatement of lockdown restrictions in South Africa, including a ban on the sale of alcohol in light of rising infection rates, the channel performed well in 2022. While the rebound was largely driven by an easing of restrictions and subsequent increase in footfall in full-service restaurants, value sales remained below pre-pandemic levels. This was due to many consumers experiencing reduced purchasing power given high...

Euromonitor International's Full-Service Restaurants in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Chained Full-Service Restaurants, Full-Service Restaurants by Type, Independent Full-Service Restaurants.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Full-Service Restaurants market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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2022 DEVELOPMENTS

Full-service restaurants continues to rebound, while limited by weak consumer purchasing power due to high inflation

Spur Corp maintains leadership due to wide outlet network and continual innovation

Return of inbound arrivals boosts sales, while local travellers continue to favour value offerings

PROSPECTS AND OPPORTUNITIES

Channel set to be driven by easing inflation and higher inbound arrivals, but loadshedding poses a major operational risk

Competition set to intensify, encouraging operators to build customer loyalty, while diversifying offerings

Digitalisation and diversification will continue to transform full-service, while sustainability is set to shape business strategies

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