

## **Consumer Foodservice in India**

Market Direction | 2024-04-05 | 104 pages | Euromonitor

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### **Report description:**

Inflationary pressure drove continued current value growth in consumer foodservice in India in 2023. However, a slowdown in growth was seen compared with the previous two years, as 2022 had already seen full recovery to the pre-pandemic level of sales. With inflationary pressure impacting consumers' spending power, individuals became more cautious about their dining choices, resulting in an inclination towards cost-effective local food alternatives. In addition, ingredients such as milk, cheese,...

Euromonitor International's Consumer Foodservice in India 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 2028 illustrate how the market is set to change.

Product coverage: Consumer Foodservice by Fulfillment, Consumer Foodservice by Location, Consumer Foodservice by Ordering Platform, Consumer Foodservice by Type.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Consumer Foodservice 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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reliable information resources to help drive informed strategic planning.

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Inflation and health consciousness dampen the growth of limited-service restaurants  
Limited-service restaurants innovate their menus, offering value meals to boost consumer demand  
Delivery remains in focus to ensure brand availability to a wider consumer group

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## CAFES/BARS IN INDIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Evolving social norms and the proliferation of outlets drive strong growth for bars/pubs

Intensifying competition amongst specialist coffee shops spurs unique strategies to drive demand

Food plays an equally important role as drink in cafes/bars in India

#### PROSPECTS AND OPPORTUNITIES

Polarisation in specialist coffee and tea shops to influence competition between brands

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Expansion into new territory bolsters sales of full-service restaurants

Buffet full-service restaurants benefit from differential pricing and value for money perception

#### PROSPECTS AND OPPORTUNITIES

Full-service restaurants set to witness further growth momentum

Focus on elevating the dine-in experience to drive eat-in consumption occasions

Menu diversification, with the intention of increasing the customer base and driving sales

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Self-service cafeterias are popular amongst busy urban consumers looking for full meals at reasonable prices

Streamlining of menus to tackle elevated ingredients prices and cater to cost-conscious consumers

#### PROSPECTS AND OPPORTUNITIES

Self-service cafeterias to remain a niche due to lack of delivery, and limited waiting staff

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Independent street stalls/kiosks dominates, as consumers prioritise price and taste over brand

Rapid adoption of digital payments benefits both consumers and vendors in street stalls/kiosks

#### PROSPECTS AND OPPORTUNITIES

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Menu prices at street stalls/kiosks will remain dependent on location and strength of local competition  
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Consumer foodservice through travel and lodging benefit from heightened travel demand

Rising popularity of food delivery affects outlets with limited or no delivery services

Consumer demand for foodservice through retail gains further traction

##### PROSPECTS AND OPPORTUNITIES

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