

## **Self-Service Cafeterias in India**

Market Direction | 2024-04-05 | 24 pages | Euromonitor

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### **Report description:**

Self-service cafeterias maintained outlet growth and continued to increase in current value terms in India in 2023. However, it remained by far the smallest channel, representing less than 1% of overall consumer foodservice value sales in India in this year. The primary factors contributing to the limited size of this channel are the limited service from waiting staff, and menu constraints, preventing significant consumer footfall.

Euromonitor International's Self-Service Cafeterias 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: Chained Self-Service Cafeterias, Independent Self-Service Cafeterias.

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

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

- \* Get a detailed picture of the Self-Service Cafeterias 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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Euromonitor International

April 2024

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##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Limited-service restaurants and menu constraints hamper potential for self-service cafeterias

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

Partnerships with meal coupon providers, and occasion-specific offers could enhance visibility and attract footfall

The healthy and nutritional food offered at self-service cafeterias could help drive sales

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**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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