

Limited-Service Restaurants in Mexico

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Report description:

In 2023, there was a wave of flavour launches by major players in limited-service restaurants to satisfy the taste preferences of Mexican consumers, which has been a consistent trend in recent years. Players are striving to adapt to local flavours and preferences, resulting in a variety of menu iterations to reach a broader consumer base. For instance, spicy flavours are a favourite among local consumers, leading to launches such as KFC's Crunchy Hot Habanero Chicken and Domino Pizza's Fuego Piz...

Euromonitor International's Limited-Service Restaurants in Mexico 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 Limited-Service Restaurants, Independent Limited-Service Restaurants, Limited-Service Restaurants 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 Limited-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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