



# Full-Service Restaurants in South Korea

February 2024

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## Full-Service Restaurants in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Double-digit growth for buffet-style family restaurants due to inflation  
A shift from consumption-driven to experience-driven through store renovations  
Increased takeaway and eat-in for full-service restaurants

#### PROSPECTS AND OPPORTUNITIES

Proliferation of food tech expected in full-service restaurants  
Development of spatial and historical dimensions to highlight offline competitiveness  
The delivery of new cuisines will be essential for the fast recovery of full-service restaurants

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