

# Full-Service Restaurants in South Africa

March 2025

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

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Consumers seek value as economic climate weakens disposable incomes Spur retains lead of chained full-service restaurants through acquisitions and greater consumer engagement Strategic partnerships with financial and other institutions to expand consumer reach

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Brands look to move into small towns and untapped markets to drive future growth Brands look to leverage digital innovation over forecast period Health and wellness trend set to shape further development

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