

# Limited-Service Restaurants in Mexico

March 2025

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## Limited-Service Restaurants in Mexico - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Growth is driven by an increase in out-of-home activities

Pizza leads limited-service restaurants, with Little Caesar's Pizza leading in value terms

Didi gains share amongst third-party delivery apps

# PROSPECTS AND OPPORTUNITIES

Expansion plans to drive the growth of chained limited-service restaurants Delivery apps to continue driving the growth of limited-service restaurants OXXO expected to increase its share within limited-service restaurants

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