

# Limited-Service Restaurants in New Zealand

March 2025

Table of Contents

# Limited-Service Restaurants in New Zealand - Category analysis

### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Slow recovery for limited-service restaurants as consumers remain conservative with spending

Competitive landscape sees little movement as brands look to build loyalty

Limited-service restaurants use value meals to entice more customers

# PROSPECTS AND OPPORTUNITIES

Recovery as consumers are expected to increase spending

Delivery will remain a lucrative channel even though the price barrier remains

Catering to the next big demographic spenders

### **CATEGORY DATA**

- Table 1 Limited-Service Restaurants by Category: Units/Outlets 2019-2024
- Table 2 Sales in Limited-Service Restaurants by Category: Number of Transactions 2019-2024
- Table 3 Sales in Limited-Service Restaurants by Category: Foodservice Value 2019-2024
- Table 4 Limited-Service Restaurants by Category: % Units/Outlets Growth 2019-2024
- Table 5 Sales in Limited-Service Restaurants by Category: % Transaction Growth 2019-2024
- Table 6 Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2019-2024
- Table 7 GBO Company Shares in Chained Limited-Service Restaurants: % Foodservice Value 2020-2024
- Table 8 GBN Brand Shares in Chained Limited-Service Restaurants: % Foodservice Value 2021-2024
- Table 9 Forecast Limited-Service Restaurants by Category: Units/Outlets 2024-2029
- Table 10 Forecast Sales in Limited-Service Restaurants by Category: Number of Transactions 2024-2029
- Table 11 Forecast Sales in Limited-Service Restaurants by Category: Foodservice Value 2024-2029
- Table 12 Forecast Limited-Service Restaurants by Category: % Units/Outlets Growth 2024-2029
- Table 13 Forecast Sales in Limited-Service Restaurants by Category: % Transaction Growth 2024-2029
- Table 14 Forecast Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2024-2029

# Consumer Foodservice in New Zealand - Industry Overview

## **EXECUTIVE SUMMARY**

Consumer foodservice in 2024: The big picture

2024 key trends

Competitive landscape

Independent foodservice developments

What next for consumer foodservice?

# MARKET DATA

- Table 15 Units, Transactions and Value Sales in Consumer Foodservice 2019-2024
- Table 16 Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2019-2024
- Table 17 Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2024
- Table 18 Consumer Foodservice by Independent vs Chained: % Foodservice Value 2019-2024
- Table 19 Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2019-2024
- Table 20 Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2024
- Table 21 Sales in Consumer Foodservice by Location: % Foodservice Value 2019-2024
- Table 22 Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2019-2024
- Table 23 GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2024
- Table 24 GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2024
- Table 25 GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2024
- Table 26 Forecast Units, Transactions and Value Sales in Consumer Foodservice 2024-2029
- Table 27 Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2024-2029

# DISCLAIMER

# **SOURCES**

Summary 1 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/limited-service-restaurants-in-new-zealand/report.