

# Limited-Service Restaurants in South Africa

March 2025

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

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Despite tough economic conditions, limited-service restaurants continues to grow KFC remains leading brand, driven by popularity of chicken in South Africa Consumers increasingly aware of high prices associated with third-party delivery

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Digitalisation and technological innovation set to drive growth over forecast period Fulfilment landscape is set to evolve over the forecast period Innovative concept stores are set to revolutionise limited-service experience

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