



Euromonitor
International

Consumer Foodservice in Latin America

May 2024

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REGIONAL OVERVIEW

Full-service restaurants lead sales in the region, but cafés/bars the biggest channel in Brazil

Latin America the fourth biggest regional consumer foodservice market

Post-pandemic recovery slowed slightly by rising costs due to high inflation

Hybrid working and tough economic climate slowing Brazil's post-pandemic recovery

Self-service cafeterias suffer a catastrophic pandemic in Argentina

Eat-in gradually reclaiming some of the share it lost in 2020 due to COVID-19

All the main country markets lost sales over the 2018-2023 period

Slower-than-hoped-for recovery in Brazil due to inflation and altered work regimes

Independent operators continue to develop their delivery/takeaway services

Argentina's consumer foodservice industry operating in a difficult environment

LEADING COMPANIES AND BRANDS

Consumer foodservice a very fragmented industry in Latin America

OXXO network of stores continues growing

Brazil and Mexico the biggest markets for the bulk of the top 10 players

McDonald's and Burger King the leading brands in Latin American consumer foodservice

FORECAST PROJECTIONS

Positive growth expected throughout the forecast period

Technology expected to play an increasing role in Brazilian consumer foodservice

Plant-based ingredients on the rise in Mexico

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Argentina: Competitive and Retail Landscape

Brazil: Market Context

Brazil: Competitive and Retail Landscape

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Chile: Competitive and Retail Landscape

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Peru: Competitive and Retail Landscape

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