



# Passport

## Full-Service Restaurants in Mexico

Euromonitor International

March 2024

This sample report is for illustration  
purposes only.

Some content and data have been  
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# FULL-SERVICE RESTAURANTS IN MEXICO - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2023 DEVELOPMENTS

New experiences as a strategy to drive growth

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Remodelling and strategic moves to enhance profitability

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Loyalty programmes to incentivise consumption

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## PROSPECTS AND OPPORTUNITIES

Reduction of the working week to 40 hours may affect channel's performance

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Collaborations and social responsibility as forms of interaction with consumers

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Wider offering of plant-based dishes to meet consumer demand

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## CATEGORY DATA

Table 1 Full-Service Restaurants by Category: Units/Outlets 2018-2023

outlets	2018	2019	2020	2021	2022	2023
- Full-Service Restaurants by Type	Data removed from sample					
-- Asian Full-Service Restaurants						
--- Chained Asian Full-Service Restaurants						
--- Independent Asian Full-Service Restaurants						
-- European Full-Service Restaurants						
--- Chained European Full-Service Restaurants						
--- Independent European Full-Service Restaurants						
-- Latin American Full-Service Restaurants						
--- Chained Latin American Full-Service Restaurants						
--- Independent Latin American Full-Service Restaurants						
-- Middle Eastern Full-Service Restaurants						

- Chained Middle Eastern Full-Service Restaurants
- Independent Middle Eastern Full-Service Restaurants
- North American Full-Service Restaurants
- Chained North American Full-Service Restaurants
- Independent North American Full-Service Restaurants
- Pizza Full-Service Restaurants
- Chained Pizza Full-Service Restaurants
- Independent Pizza Full-Service Restaurants
- Other Full-Service Restaurants
- Chained Other Full-Service Restaurants
- Independent Other Full-Service Restaurants

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Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 2 Sales in Full-Service Restaurants by Category: Number of Transactions 2018-2023

'000 transactions

2018 2019 2020 2021 2022 2023

- Full-Service Restaurants by Type
- Asian Full-Service Restaurants
- Chained Asian Full-Service Restaurants
- Independent Asian Full-Service Restaurants
- European Full-Service Restaurants
- Chained European Full-Service Restaurants
- Independent European Full-Service Restaurants
- Latin American Full-Service Restaurants
- Chained Latin American Full-Service Restaurants
- Independent Latin American Full-Service Restaurants
- Middle Eastern Full-

Data removed from sample

- Service Restaurants
- Chained Middle Eastern Full-Service Restaurants
- Independent Middle Eastern Full-Service Restaurants
- North American Full-Service Restaurants
- Chained North American Full-Service Restaurants
- Independent North American Full-Service Restaurants
- Pizza Full-Service Restaurants
- Chained Pizza Full-Service Restaurants
- Independent Pizza Full-Service Restaurants
- Other Full-Service Restaurants
- Chained Other Full-Service Restaurants
- Independent Other Full-Service Restaurants

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Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

**Table 3 Sales in Full-Service Restaurants by Category: Foodservice Value 2018-2023**

MXN million

2018 2019 2020 2021 2022 2023

- Full-Service Restaurants by Type
- Asian Full-Service Restaurants
- Chained Asian Full-Service Restaurants
- Independent Asian Full-Service Restaurants
- European Full-Service Restaurants
- Chained European Full-Service Restaurants
- Independent European Full-Service Restaurants
- Latin American Full-Service Restaurants
- Chained Latin American Full-Service Restaurants
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Data removed from sample



- Service Restaurants
- Chained Middle Eastern Full-Service Restaurants
- Independent Middle Eastern Full-Service Restaurants
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- Chained North American Full-Service Restaurants
- Independent North American Full-Service Restaurants
- Pizza Full-Service Restaurants
- Chained Pizza Full-Service Restaurants
- Independent Pizza Full-Service Restaurants
- Other Full-Service Restaurants
- Chained Other Full-Service Restaurants
- Independent Other Full-Service Restaurants

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Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

**Table 4 Full-Service Restaurants by Category: % Units/Outlets Growth 2018-2023**

% Units/Outlets growth

2022/23      2018-23 CAGR      2018/23 Total

- Full-Service Restaurants by Type
- Asian Full-Service Restaurants
- Chained Asian Full-Service Restaurants
- Independent Asian Full-Service Restaurants
- European Full-Service Restaurants
- Chained European Full-Service Restaurants
- Independent European Full-Service Restaurants
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- Chained Latin American Full-Service Restaurants
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- Chained Middle Eastern Full-Service Restaurants
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- North American Full-Service Restaurants
- Chained North American Full-Service Restaurants
- Independent North American Full-Service Restaurants
- Pizza Full-Service Restaurants

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- Chained Pizza Full-Service Restaurants
- Independent Pizza Full-Service Restaurants
- Other Full-Service Restaurants
- Chained Other Full-Service Restaurants
- Independent Other Full-Service Restaurants

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

**Table 5 Sales in Full-Service Restaurants by Category: % Transaction Growth 2018-2023**

% transaction growth

2022/23      2018-23 CAGR      2018/23 Total

- Full-Service Restaurants by Type
- Asian Full-Service Restaurants
- Chained Asian Full-Service Restaurants
- Independent Asian Full-Service Restaurants
- European Full-Service Restaurants
- Chained European Full-Service Restaurants
- Independent European Full-Service Restaurants
- Latin American Full-Service Restaurants
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- Other Full-Service Restaurants
- Chained Other Full-Service Restaurants
- Independent Other Full-Service Restaurants

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Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

**Table 6 Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2018-2023**

% value growth

2022/23      2018-23 CAGR      2018/23 Total

- Full-Service Restaurants by Type
- Asian Full-Service Restaurants
- Chained Asian Full-Service Restaurants
- Independent Asian Full-Service Restaurants
- European Full-Service Restaurants

Data removed from sample

- Chained European Full-Service Restaurants
- Independent European Full-Service Restaurants
- Latin American Full-Service Restaurants
- Chained Latin American Full-Service Restaurants
- Independent Latin American Full-Service Restaurants
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- Chained Pizza Full-Service Restaurants
- Independent Pizza Full-Service Restaurants
- Other Full-Service Restaurants
- Chained Other Full-Service Restaurants
- Independent Other Full-Service Restaurants

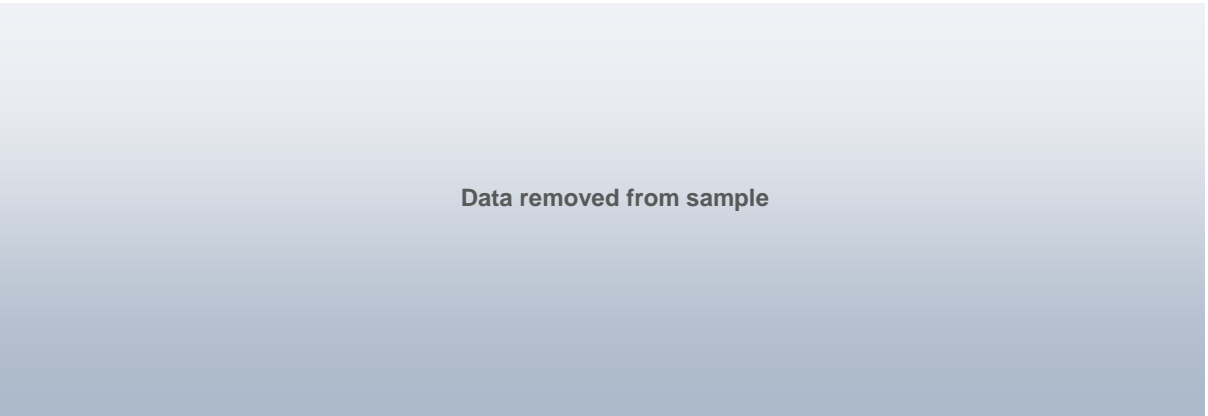
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Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

**Table 7** GBO Company Shares in Chained Full-Service Restaurants: % Foodservice Value 2019-2023

% value Company	2019	2020	2021	2022	2023
--------------------	------	------	------	------	------

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Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 8      GBN Brand Shares in Chained Full-Service Restaurants: % Foodservice Value  
2020-2023

% value Brand	Global Brand Owner	2020	2021	2022	2023
Data removed from sample					

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Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

**Table 9** Forecast Full-Service Restaurants by Category: Units/Outlets 2023-2028

outlets	2023	2024	2025	2026	2027	2028
- Full-Service Restaurants by Type	Data removed from sample					
-- Asian Full-Service Restaurants						
--- Chained Asian Full-Service Restaurants						
--- Independent Asian Full-Service Restaurants						
-- European Full-Service Restaurants						
--- Chained European Full-Service Restaurants						
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-- Pizza Full-Service						

- Restaurants
- Chained Pizza Full-Service Restaurants
- Independent Pizza Full-Service Restaurants
- Other Full-Service Restaurants
- Chained Other Full-Service Restaurants
- Independent Other Full-Service Restaurants

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 10 Forecast Sales in Full-Service Restaurants by Category: Number of Transactions 2023-2028**

'000 transactions

2023 2024 2025 2026 2027 2028

- Full-Service Restaurants by Type
- Asian Full-Service Restaurants
- Chained Asian Full-Service Restaurants
- Independent Asian Full-Service Restaurants
- European Full-Service Restaurants
- Chained European Full-Service Restaurants
- Independent European Full-Service Restaurants
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- Chained North American Full-Service Restaurants
- Independent North American Full-Service Restaurants

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- Pizza Full-Service Restaurants
- Chained Pizza Full-Service Restaurants
- Independent Pizza Full-Service Restaurants
- Other Full-Service Restaurants
- Chained Other Full-Service Restaurants
- Independent Other Full-Service Restaurants

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Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 11** Forecast Sales in Full-Service Restaurants by Category: Foodservice Value 2023-2028

MXN million	2023	2024	2025	2026	2027	2028
- Full-Service Restaurants by Type	Data removed from sample					
-- Asian Full-Service Restaurants						
--- Chained Asian Full-Service Restaurants						
--- Independent Asian Full-Service Restaurants						
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- Restaurants
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- Chained Pizza Full-Service Restaurants
- Independent Pizza Full-Service Restaurants
- Other Full-Service Restaurants
- Chained Other Full-Service Restaurants
- Independent Other Full-Service Restaurants

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Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 12** Forecast Full-Service Restaurants by Category: % Units/Outlets Growth 2023-2028

% Units/Outlets growth

2023/2024      2023-28 CAGR      2023/28 Total

- Full-Service Restaurants by Type
- Asian Full-Service Restaurants
- Chained Asian Full-Service Restaurants
- Independent Asian Full-Service Restaurants
- European Full-Service Restaurants
- Chained European Full-Service Restaurants
- Independent European Full-Service Restaurants
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- Other Full-Service Restaurants
- Chained Other Full-Service Restaurants
- Independent Other Full-Service Restaurants

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Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 13** Forecast Sales in Full-Service Restaurants by Category: % Transaction Growth 2023-2028



## % transaction growth

2023/2024      2023-28 CAGR      2023/28 Total

- Full-Service Restaurants by Type
- Asian Full-Service Restaurants
- Chained Asian Full-Service Restaurants
- Independent Asian Full-Service Restaurants
- European Full-Service Restaurants
- Chained European Full-Service Restaurants
- Independent European Full-Service Restaurants
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- Other Full-Service Restaurants
- Chained Other Full-Service Restaurants
- Independent Other Full-Service Restaurants

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Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 14      Forecast Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2023-2028**

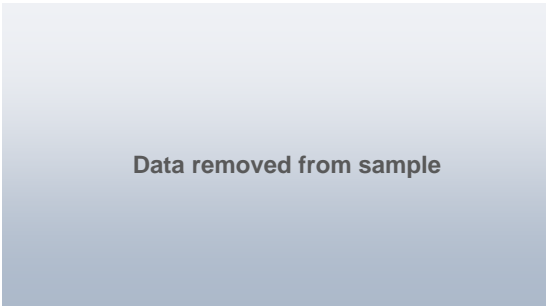
## % value growth

2023/2024      2023-28 CAGR      2023/28 Total

- Full-Service Restaurants by Type
- Asian Full-Service Restaurants
- Chained Asian Full-Service Restaurants
- Independent Asian Full-Service Restaurants
- European Full-Service Restaurants
- Chained European Full-Service Restaurants
- Independent European Full-Service Restaurants
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- North American Full-Service Restaurants
- Chained North American Full-Service Restaurants
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- Pizza Full-Service Restaurants
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- Independent Pizza Full-Service Restaurants
- Other Full-Service Restaurants
- Chained Other Full-Service Restaurants
- Independent Other Full-Service Restaurants



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Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

# CONSUMER FOODSERVICE IN MEXICO - INDUSTRY OVERVIEW

## EXECUTIVE SUMMARY

### Consumer foodservice in 2023: The big picture

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### 2023 key trends

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### Competitive landscape

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### Independent foodservice developments

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### What next for consumer foodservice?

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MARKET DATA

Table 15      Units, Transactions and Value Sales in Consumer Foodservice 2018-2023

	2018	2019	2020	2021	2022	2023
Units	Data removed from sample					
Transactions (mn)						
MXN million current prices						
MXN million constant prices						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 16      Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023

% growth	2022/23	2018-23 CAGR	2018/23 Total
Units	Data removed from sample		
Transactions			
Value current prices			
Value constant prices			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 17 Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023

outlets	Independent	Chained	Total
Consumer Foodservice by Type	Data removed from sample		
Cafés/Bars			
Full-Service Restaurants			
Limited-Service Restaurants			
Self-Service Cafeterias			
Street Stalls/Kiosks			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 18 Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023

% value	2018	2019	2020	2021	2022	2023
Chained Foodservice	Data removed from sample					
Independent Foodservice						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 19 Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023

% value	2018	2019	2020	2021	2022	2023
Food	Data removed from sample					
Drink						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 20 Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023

% value analysis	Food	Drink	Total
Consumer Foodservice by Type	Data removed from sample		
Cafés/Bars			
Full-Service Restaurants			
Limited-Service Restaurants			
Self-Service Cafeterias			
Street Stalls/Kiosks			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 21 Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023

% value	2018	2019	2020	2021	2022	2023
Stand-Alone	Data removed from sample					
Retail						
Travel						
Leisure						
Lodging						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 22 GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023

% value Company	2019	2020	2021	2022	2023
Data removed from sample					

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 23 GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value  
2020-2023

% value Brand	Global Brand Owner	2020	2021	2022	2023
Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources



Table 24 GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023

Brand	Global Brand Owner	outlets
Data removed from sample		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 25 Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028

	2023	2024	2025	2026	2027	2028
Units	Data removed from sample					
Transactions (mn)						
MXN million						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 26 Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

% growth

2023/242023-28 CAGR2023/28 Total

Units  
Transactions  
Constant value

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

DISCLAIMER

Forecast closing date: 5 February 2024  
Report closing date: 6 March 2024  
Analysis and data in this report give full consideration to consumer behaviour and market performance in 2023 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on [www.euromonitor.com](http://www.euromonitor.com) and via the Passport system, where new content is being added on a systematic basis.

SOURCES

Sources used during the research included the following:

Summary 1    Research Sources

Official Sources

Trade Associations

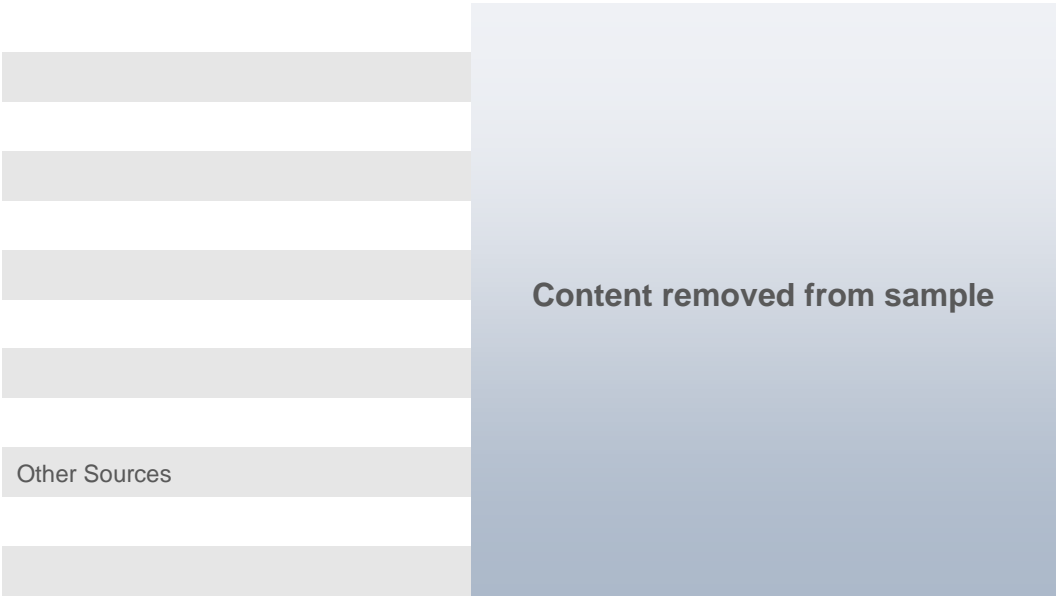
Trade Press

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Company Sources

Content removed from sample





Source: Euromonitor International