



# Passport

## Self-Service Cafeterias in the US

Euromonitor International

February 2024

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purposes only.

Some content and data have been  
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# SELF-SERVICE CAFETERIAS IN THE US - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2023 DEVELOPMENTS

Continued rebound from covid-19 decline

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Ikea holds steady on outlet numbers, defying the general trend

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Inflation spike provides extra emphasis on value for money

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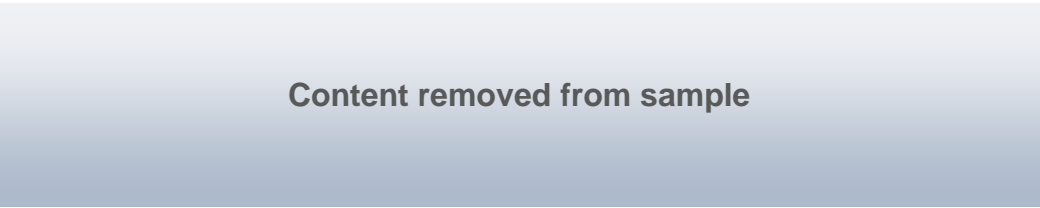
## PROSPECTS AND OPPORTUNITIES

Value proposition remains important as consumers adjust to higher costs

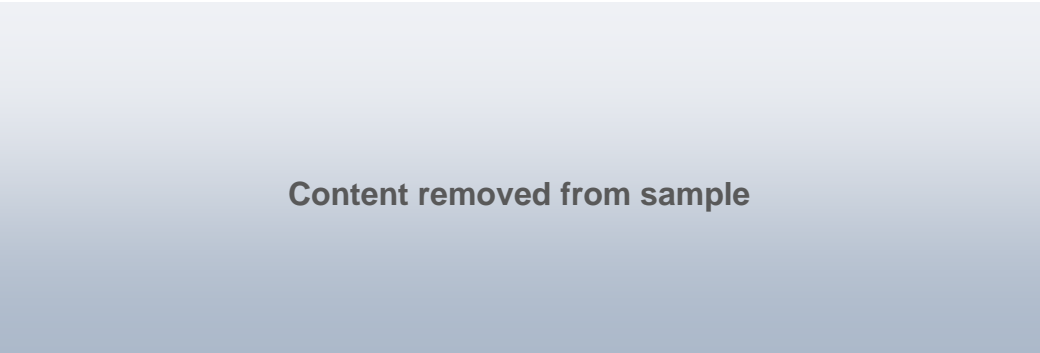
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Exploring new and exciting flavours and quality

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Outlet decline highlights challenges in self-service cafeterias



CATEGORY DATA

Table 1 Self-Service Cafeterias: Units/Outlets 2018-2023

outlets	2018	2019	2020	2021	2022	2023
Self-Service Cafeterias	Data removed from sample					
- Chained Self-Service Cafeterias						
- Independent Self-Service Cafeterias						

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

Table 2 Sales in Self-Service Cafeterias: Number of Transactions 2018-2023

'000 transactions	2018	2019	2020	2021	2022	2023
Self-Service Cafeterias	Data removed from sample					
- Chained Self-Service Cafeterias						
- Independent Self-Service Cafeterias						

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

Table 3 Sales in Self-Service Cafeterias: Foodservice Value 2018-2023

USD million	2018	2019	2020	2021	2022	2023
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## Self-Service Cafeterias

- Chained Self-Service Cafeterias

- Independent Self-Service Cafeterias

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

**Table 4 Sales in Self-Service Cafeterias: % Units/Outlets Growth 2018-2023**

## % Units/Outlets growth

2022/23      2018-23 CAGR      2018/23 Total

## Self-Service Cafeterias

- Chained Self-Service Cafeterias

- Independent Self-Service Cafeterias

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

**Table 5 Sales in Self-Service Cafeterias: % Transaction Growth 2018-2023**

## % transaction growth

2022/23      2018-23 CAGR      2018/23 Total

## Self-Service Cafeterias

- Chained Self-Service Cafeterias

- Independent Self-Service Cafeterias

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

**Table 6 Sales in Self-Service Cafeterias: % Foodservice Value Growth 2018-2023**

## % value growth

2022/23      2018-23 CAGR      2018/23 Total

## Self-Service Cafeterias

- Chained Self-Service Cafeterias

- Independent Self-Service Cafeterias

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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 Self-Service Cafeterias: % Foodservice Value 2019-2023**

% value  
Company

2019      2020      2021      2022      2023

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Data removed from sample

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

**Table 8** GBN Brand Shares in Chained Self-Service Cafeterias: % Foodservice Value  
2020-2023

% value					
Brand	Global Brand Owner	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 9** Forecast Self-Service Cafeterias: Units/Outlets 2023-2028

outlets	2023	2024	2025	2026	2027	2028
---------	------	------	------	------	------	------

Self-Service Cafeterias  
- Chained Self-Service Cafeterias  
- Independent Self-Service Cafeterias

Data removed from sample

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

**Table 10** Forecast Sales in Self-Service Cafeterias: Number of Transactions 2023-2028

'000 transactions	2023	2024	2025	2026	2027	2028
-------------------	------	------	------	------	------	------

Self-Service Cafeterias  
- Chained Self-Service Cafeterias  
- Independent Self-Service Cafeterias

Data removed from sample

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



**Table 11 Forecast Sales in Self-Service Cafeterias: Foodservice Value 2023-2028**

USD million	2023	2024	2025	2026	2027	2028
Self-Service Cafeterias - Chained Self-Service Cafeterias - Independent Self-Service Cafeterias	Data removed from sample					

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

**Table 12 Forecast Self-Service Cafeterias: % Units/Outlets Growth 2023-2028**

% Units/Outlets growth	2023/2024	2023-28 CAGR	2023/28 Total
Self-Service Cafeterias - Chained Self-Service Cafeterias - Independent Self-Service Cafeterias	Data removed from sample		

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

**Table 13 Forecast Sales in Self-Service Cafeterias: % Transaction Growth 2023-2028**

% transaction growth	2023/2024	2023-28 CAGR	2023/28 Total
Self-Service Cafeterias - Chained Self-Service Cafeterias - Independent Self-Service Cafeterias	Data removed from sample		

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

**Table 14 Forecast Sales in Self-Service Cafeterias: % Foodservice Value Growth 2023-2028**

% value growth	2023/2024	2023-28 CAGR	2023/28 Total
Self-Service Cafeterias - Chained Self-Service Cafeterias - Independent Self-Service Cafeterias	Data removed from sample		

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

# CONSUMER FOODSERVICE IN THE US - 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)						
USD million current prices						
USD 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 Sales in Consumer Foodservice by Fulfillment: Foodservice Value 2018-2023**

USD million	2018	2019	2020	2021	2022	2023
Consumer Foodservice by Fulfillment	Data removed from sample					
Takeaway						
Delivery						
Drive-Through						

Eat-In

Data removed from sample

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

Table 23 Sales in Consumer Foodservice by Fulfillment: % Foodservice Value Growth 2018-2023

% value growth	2022/23	2018-23 CAGR	2018/23 Total
Consumer Foodservice by Fulfillment	Data removed from sample		
Takeaway			
Delivery			
Drive-Through			
Eat-In			

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

Table 24 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 25 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 26 GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023

BrandGlobal Brand Owneroutlets

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 27Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028

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

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

Table 28Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

% growth	2023/24	2023-28 CAGR	2023/28 Total
Units	Data removed from sample		
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: 13 February 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:

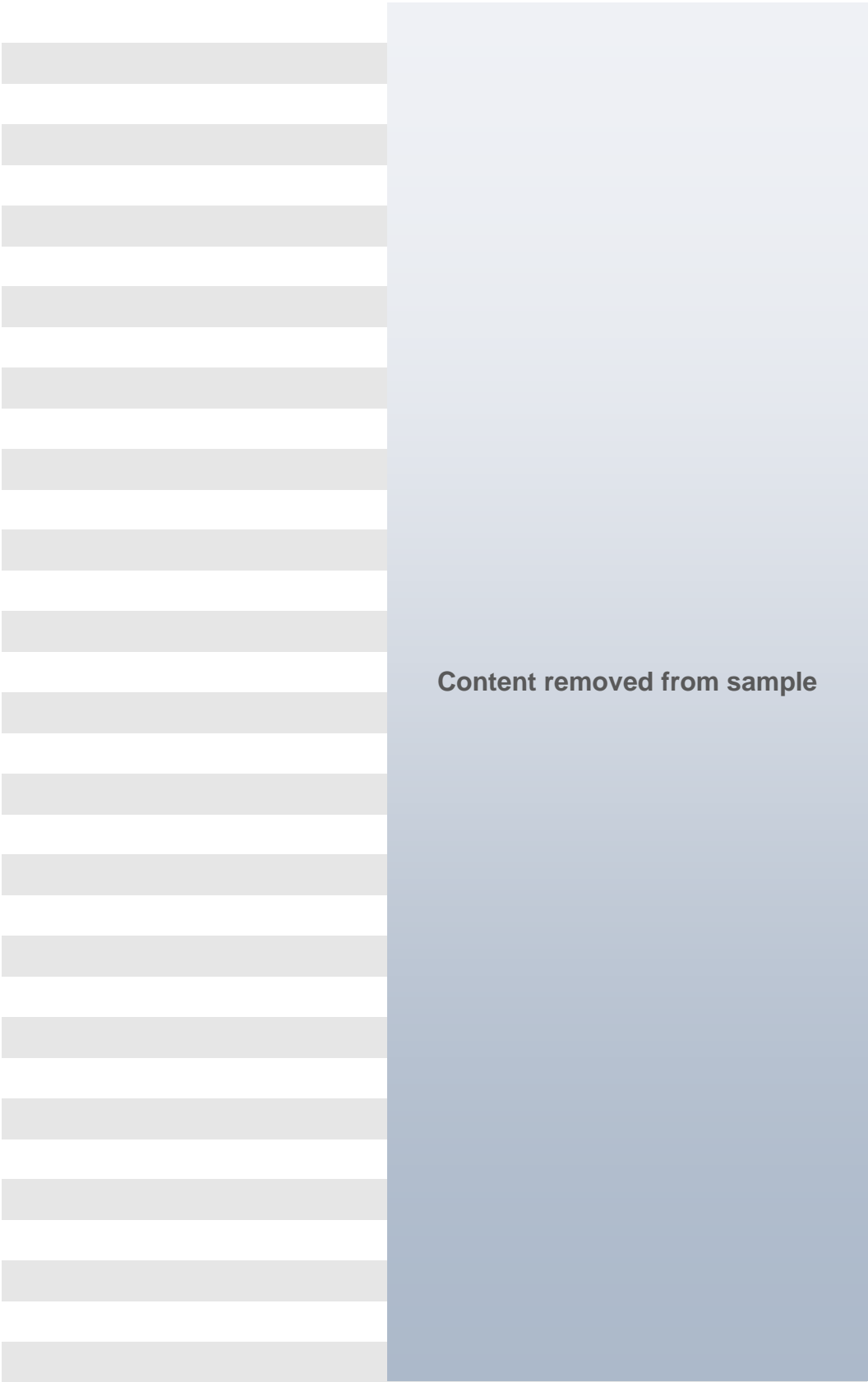
Summary 1 Research Sources

Official Sources

Trade Associations

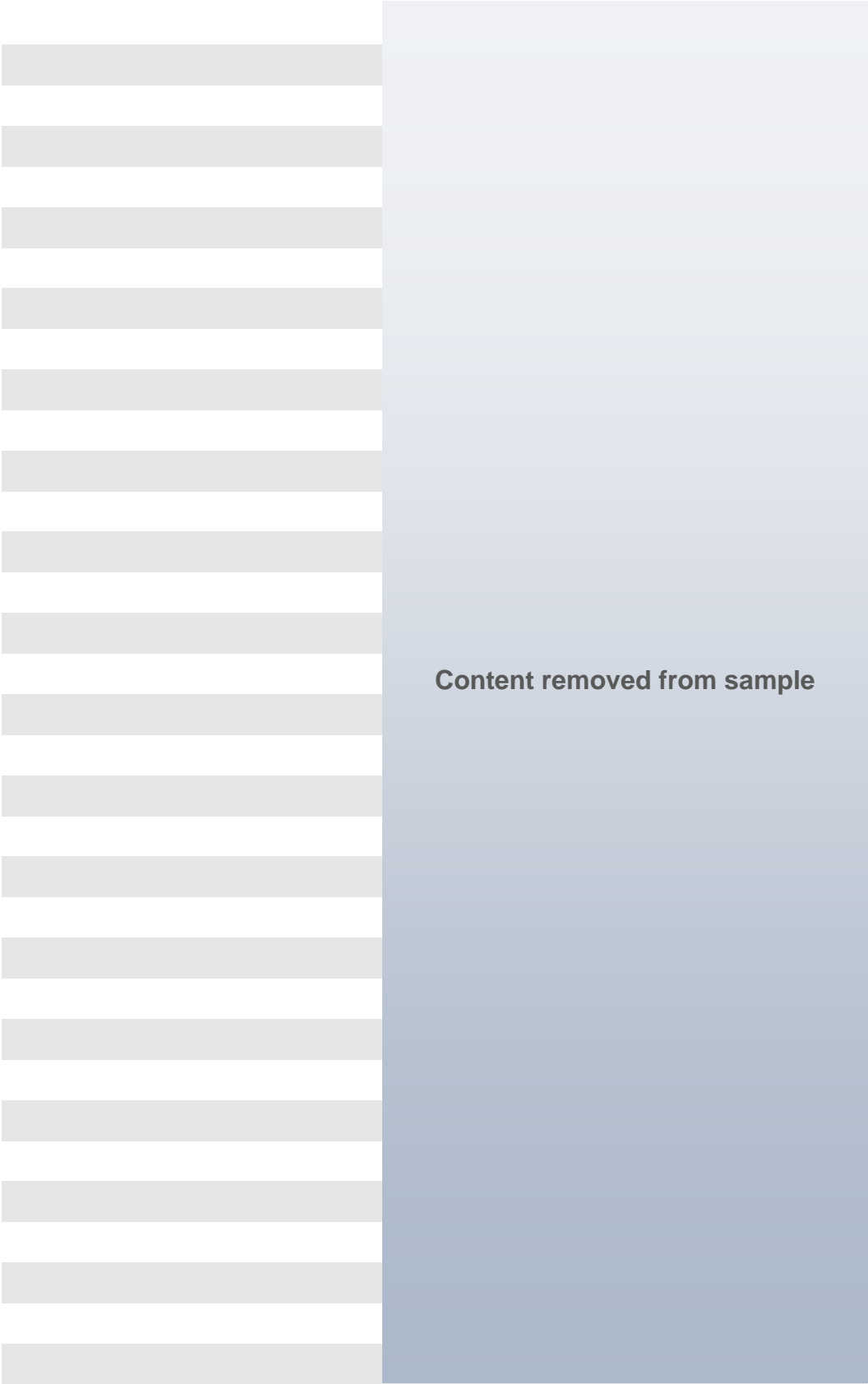
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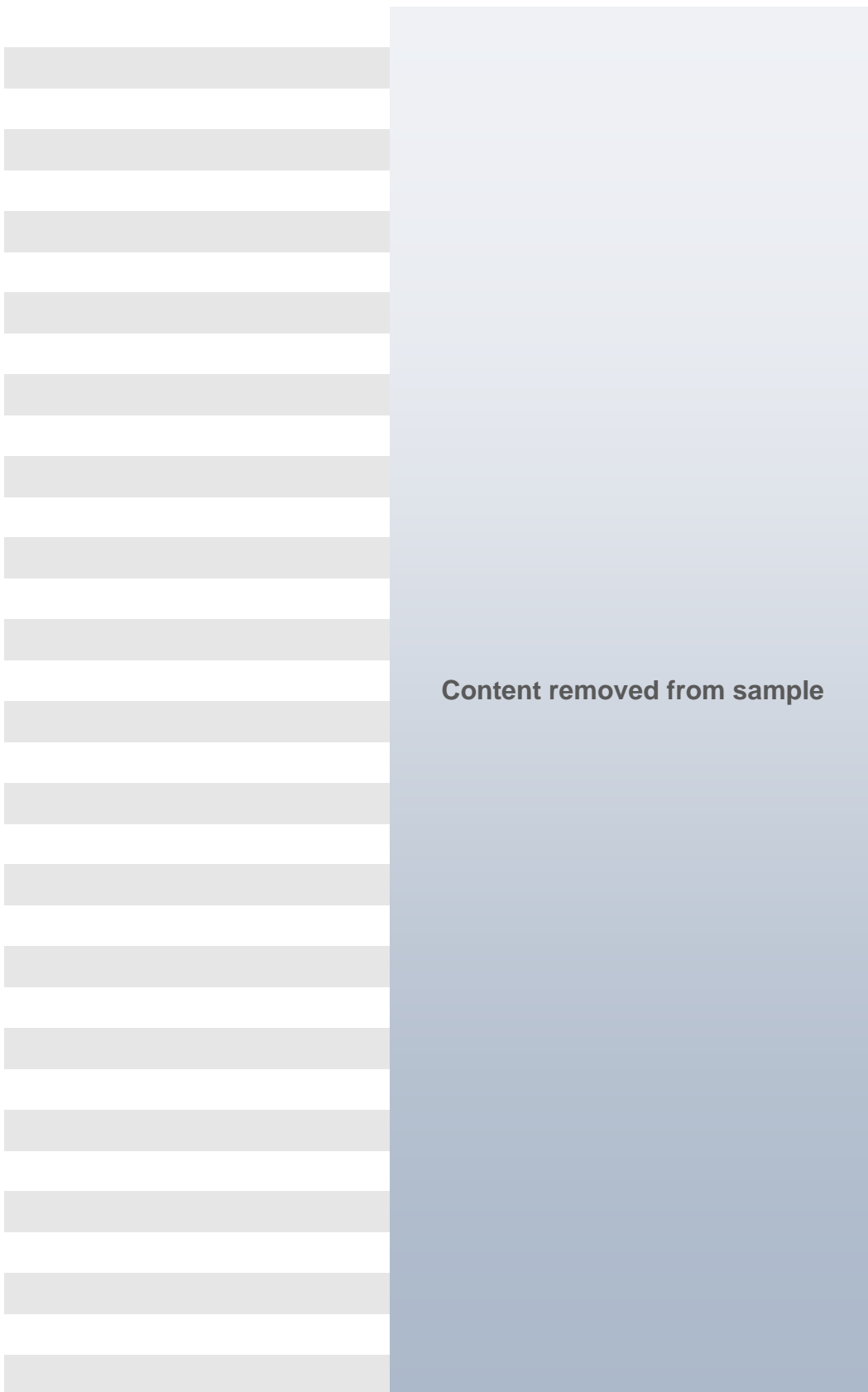
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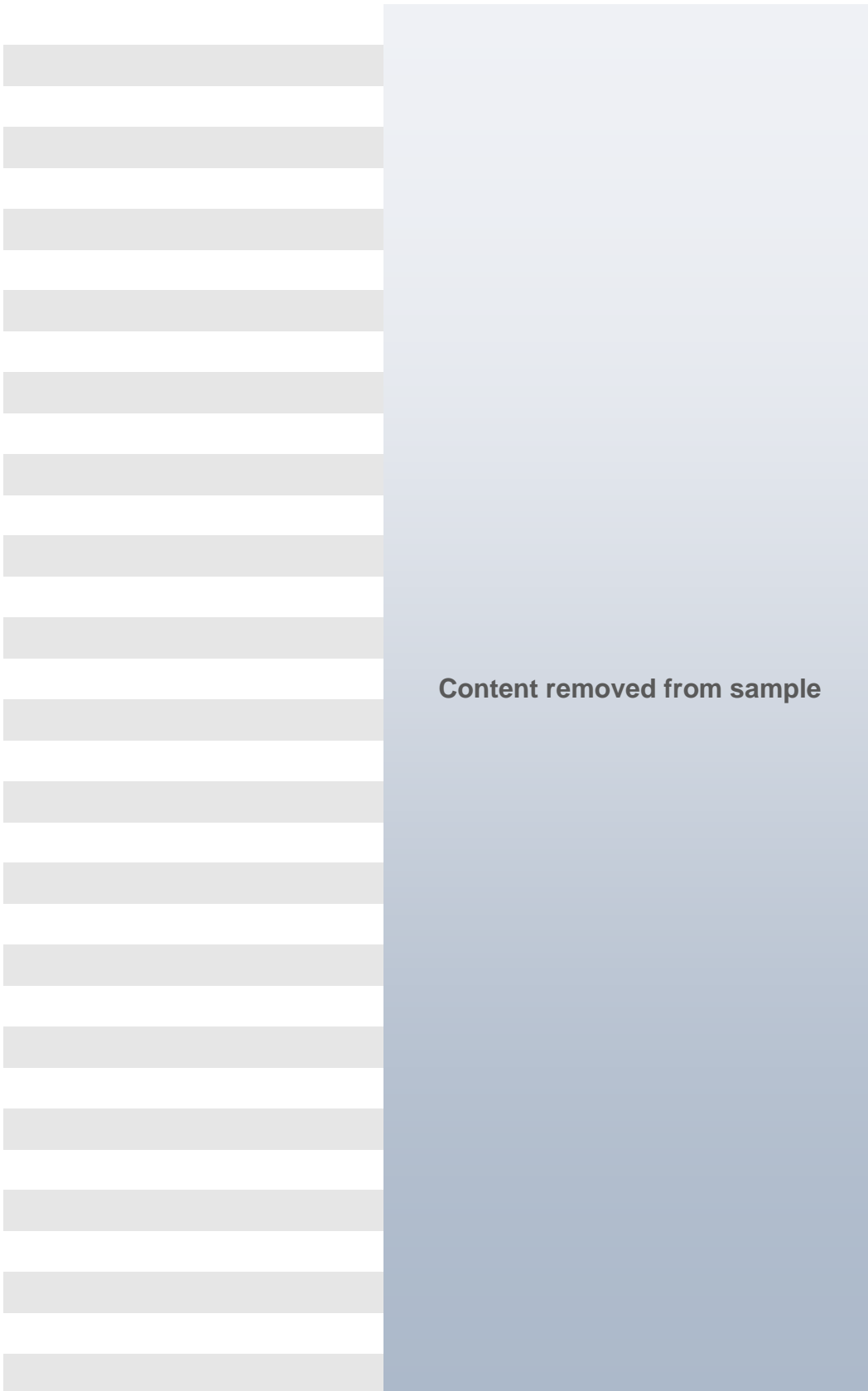
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Company Sources	

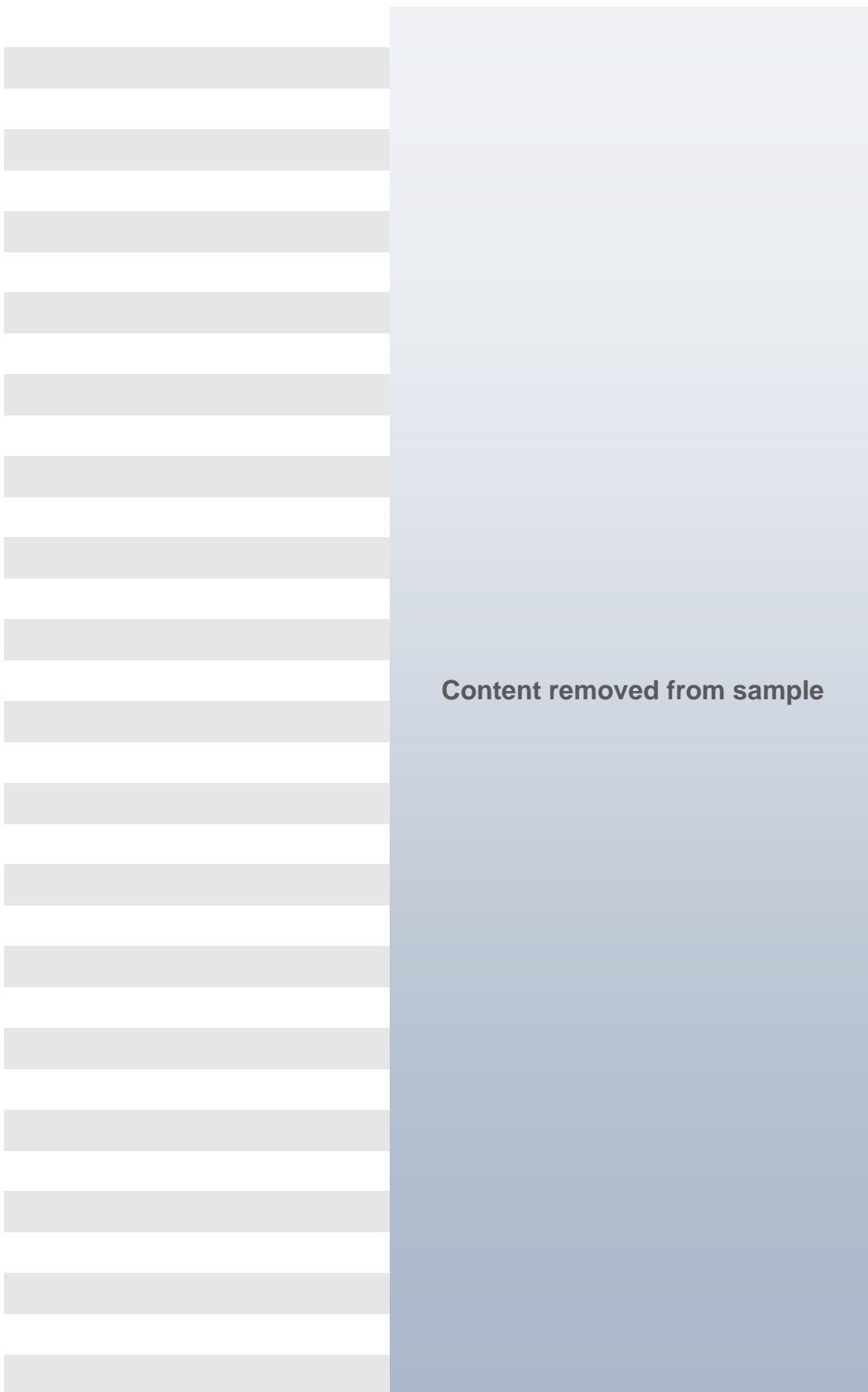


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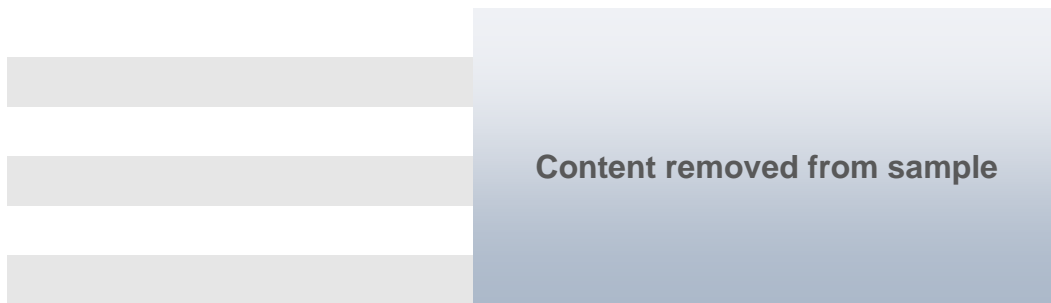








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Other Sources	



Source: Euromonitor International