

# **Consumer Foodservice in India**

April 2024

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# Consumer Foodservice in India

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#### DISCLAIMER

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Evolving social norms and the proliferation of outlets drive strong growth for bars/pubs Intensifying competition amongst specialist coffee shops spurs unique strategies to drive demand Food plays an equally important role as drink in cafés/bars in India

#### PROSPECTS AND OPPORTUNITIES

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# PROSPECTS AND OPPORTUNITIES

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Inflation and health consciousness dampen the growth of limited-service restaurants Limited-service restaurants innovate their menus, offering value meals to boost consumer demand Delivery remains in focus to ensure brand availability to a wider consumer group

#### PROSPECTS AND OPPORTUNITIES

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#### PROSPECTS AND OPPORTUNITIES

Self-service cafeterias to remain a niche due to lack of delivery, and limited waiting staff Partnerships with meal coupon providers, and occasion-specific offers could enhance visibility and attract footfall The healthy and nutritional food offered at self-service cafeterias could help drive sales

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#### 2023 DEVELOPMENTS

Street stalls/kiosks expand their reach through delivery aggregators Independent street stalls/kiosks dominates, as consumers prioritise price and taste over brand Rapid adoption of digital payments benefits both consumers and vendors in street stalls/kiosks

#### PROSPECTS AND OPPORTUNITIES

Menu prices at street stalls/kiosks will remain dependent on location and strength of local competition Food blogging to offer opportunities, while health consciousness and growing competition might create challenges Low prices, coupled with a wide product range, will maintain the dominance of street stalls/kiosks

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Consumer foodservice through travel and lodging benefit from heightened travel demand Rising popularity of food delivery affects outlets with limited or no delivery services Consumer demand for foodservice through retail gains further traction

#### PROSPECTS AND OPPORTUNITIES

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