

Self-Service Cafeterias in India

April 2024

Table of Contents

Self-Service Cafeterias in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Limited-service restaurants and menu constraints hamper potential for self-service cafeterias
Self-service cafeterias are popular amongst busy urban consumers looking for full meals at reasonable prices
Streamlining of menus to tackle elevated ingredients prices and cater to cost-conscious consumers

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

CATEGORY DATA

- Table 1 - Self-Service Cafeterias: Units/Outlets 2018-2023
- Table 2 - Sales in Self-Service Cafeterias: Number of Transactions 2018-2023
- Table 3 - Sales in Self-Service Cafeterias: Foodservice Value 2018-2023
- Table 4 - Sales in Self-Service Cafeterias: % Units/Outlets Growth 2018-2023
- Table 5 - Sales in Self-Service Cafeterias: % Transaction Growth 2018-2023
- Table 6 - Sales in Self-Service Cafeterias: % Foodservice Value Growth 2018-2023
- Table 7 - GBO Company Shares in Chained Self-Service Cafeterias: % Foodservice Value 2019-2023
- Table 8 - GBN Brand Shares in Chained Self-Service Cafeterias: % Foodservice Value 2020-2023
- Table 9 - Forecast Self-Service Cafeterias: Units/Outlets 2023-2028
- Table 10 - Forecast Sales in Self-Service Cafeterias: Number of Transactions 2023-2028
- Table 11 - Forecast Sales in Self-Service Cafeterias: Foodservice Value 2023-2028
- Table 12 - Forecast Self-Service Cafeterias: % Units/Outlets Growth 2023-2028
- Table 13 - Forecast Sales in Self-Service Cafeterias: % Transaction Growth 2023-2028
- Table 14 - Forecast Sales in Self-Service Cafeterias: % Foodservice Value Growth 2023-2028

Consumer Foodservice in India - Industry Overview

EXECUTIVE SUMMARY

Consumer foodservice in 2023: The big picture
2023 key trends
Competitive landscape
Independent foodservice developments
What next for consumer foodservice?

MARKET DATA

- Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2018-2023
- Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023
- Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023
- Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023
- Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023
- Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023
- Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023
- Table 22 - Sales in Consumer Foodservice by Fulfilment: % Foodservice Value 2018-2023
- Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023
- Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023
- Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023
- Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028
- Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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