

# Full-Service Restaurants in Mexico

March 2024

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## Full-Service Restaurants in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

New experiences as a strategy to drive growth  
Remodelling and strategic moves to enhance profitability  
Loyalty programmes to incentivise consumption

#### PROSPECTS AND OPPORTUNITIES

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