



# Limited-Service Restaurants in New Zealand

February 2024

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## Limited-Service Restaurants in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Pizza limited-service restaurants among the strongest performers in 2023

Nene Chicken brings South Korean flavours to New Zealand

Many categories struggle in 2023, with an increase in outlet closures

#### PROSPECTS AND OPPORTUNITIES

Inflation to become more manageable in the next five years

Consumers crave healthier and more sustainable food options

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