



# Limited-Service Restaurants in Argentina

February 2024

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## Limited-Service Restaurants in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

New burger-chain proposals enliven category with artisanal offerings while McDonald's goes digital  
Sushiclub and Fabric Sushi focus on franchise expansion as players invest in model to extend reach  
Subway's acquisition set to boost brand considerably

#### PROSPECTS AND OPPORTUNITIES

Plant-based products gain relevance in limited-service burger chains  
Significant development of New York-style pizza, both from local and international brands  
Seasonality loses impact on ice cream consumption, while chicken-based products are set to expand

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