



# Self-Service Cafeterias in South Korea

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## Self-Service Cafeterias in South Korea - Category analysis

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#### 2025 DEVELOPMENTS

Modest growth in self-service cafeterias

#### INDUSTRY PERFORMANCE

Appeal of affordable Korean buffets pays dividends

Ikea Restaurants embraces discounting to attract shoppers

#### WHAT'S NEXT?

Korean buffets draw in millennials and Gen Z

Ikea Korea expands into urban-type stores

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Lacklustre performance reflects weak purchasing power

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Economic headwinds eat into revenue performance

Restaurants roll out direct to consumer initiatives

Experiential offerings and loyalty programmes gain traction

#### WHAT'S NEXT?

Modest outlook for consumer foodservice

Automation and AI are embraced to enhance efficiency and reduce labour costs

Sustainability and focus on Gen Z/Alpha

#### COMPETITIVE LANDSCAPE

Starbucks Coffee Korea maintains its lead

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