



Consumer Foodservice in Argentina

March 2026

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Consumer Foodservice in Argentina

EXECUTIVE SUMMARY

Foodservice struggles with significant challenges

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Reduced customer traffic amid ongoing recession

Delivery apps become increasingly important

Loyalty programmes gain traction amongst larger chains

WHAT'S NEXT?

Consumer foodservice set for real growth as inflation eases

Healthier offerings to gain traction

Sustainable practices will gain momentum

COMPETITIVE LANDSCAPE

Ice cream specialist Helacor SA leads sales

La Fabrica leads growth

Affordable brands gain traction

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INDUSTRY PERFORMANCE

Café/bars revenue rises due to increases, amid falling transactions

Specialist coffee and tea shops lead growth
Independent businesses register rapid expansion

WHAT'S NEXT?

Economic recovery will boost sales
Delivery will remain limited as on-site experiences grow in importance
Peabody launches experiential coffee shop to showcase specialist coffee and appliances

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Full-service restaurants navigate recession with promotions, delivery and premium positioning

INDUSTRY PERFORMANCE

Transactions fall across full-service restaurants
Other full-service restaurants lead growth through attractive promotions
Full-service restaurants adapt to economic pressures with affordable menus and delivery services

WHAT'S NEXT?

Sales will recover as economy stabilises
Delivery model will gain ground
High-end restaurants will thrive on global stage

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INDUSTRY PERFORMANCE

Limited-service restaurants show relative resilience amid recession

Chicken limited-service restaurants lead growth

Delivery apps thrive, as consumers seek affordable dining options

WHAT'S NEXT?

Limited-service restaurants poised for stronger performance

Fulfilment growth set to accelerate with intensified competition between players

El Desembarco eyes acquisition of Burger King

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Helacor SA continues to hold sway, ahead of burger chains

La Fabrica SRL is fastest-growing player, supported by increasing outlet numbers and targeted promotions

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KEY DATA FINDINGS

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Self-service cafeterias face ongoing challenges

INDUSTRY PERFORMANCE

Self-service cafeterias decline in popularity

Chained self-service cafeterias show greater reliance

Players leverage affordable menu options to attract customers

WHAT'S NEXT?

Declining value sales amid outlet closures

Fulfilment will remain virtually non-existent

Coto takes advantage of unused space in Zona E! locations to offer children's birthday party services

COMPETITIVE LANDSCAPE

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INDUSTRY PERFORMANCE

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Chained street stalls/kiosks show greater resilience

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WHAT'S NEXT?

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Delivery services will remain virtually non-existent
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Location-based dining continues to evolve

INDUSTRY PERFORMANCE

Travel foodservice thrives on back of growing investment in airport food courts
Standalone foodservice sees price-driven growth amid falling transactions
Expansion of consumer foodservice beyond traditional food courts

WHAT'S NEXT?

Retail locations poised for fastest non-standalone growth
Standalone locations set for recovery amid stabilising economy
Gourmet food fairs will gain popularity

COMPETITIVE LANDSCAPE

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