



Euromonitor  
International

# Full-Service Restaurants in Argentina

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## Full-Service Restaurants in Argentina - Category analysis

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#### 2025 DEVELOPMENTS

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

#### COMPETITIVE LANDSCAPE

Kansas leads full-service restaurants

Multifood Group leads growth with Mooi brand, albeit from low base

Independent operators continue to dominate the full-service landscape

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Foodservice struggles with significant challenges

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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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/full-service-restaurants-in-argentina/report](http://www.euromonitor.com/full-service-restaurants-in-argentina/report).