



**Euromonitor
International**

Consumer Foodservice in India

July 2025

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2024 DEVELOPMENTS

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- Players expand into non-metro cities as competition intensifies
- Delivery innovation and value packaging reshape purchase channels amid rising convenience demand

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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- Market competition intensifies with new entrants in tier-2 and tier-3 cities
- Buffet options provide value and convenience for consumers

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Inflation and increased health consciousness inform growth and development in 2024
- Players under pressure to adapt their menus as competition grows
- Platform independence and hybrid fulfilment to gain strategic focus

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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Regional diversity in menu offerings strengthens cultural connect and local loyalty

PROSPECTS AND OPPORTUNITIES

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Consumer Foodservice By Location in India

KEY DATA FINDINGS

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Travel and lodging locations benefit from expanding infrastructure and diverse consumer traffic

Retail locations use foodservice as a tool to compete with e-commerce

Leisure locations adopt safer dining practices and more grab-and-go options

PROSPECTS AND OPPORTUNITIES

Travel locations and tier-2 and tier-3 cities offer strong growth potential

Focus on convenience set to shape foodservice layouts and formats across all touchpoints

Health, hygiene, and transparency becoming decisive factors

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