



Self-Service Cafeterias in Peru

March 2026

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Self-Service Cafeterias in Peru - Category analysis

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2025 DEVELOPMENTS

Self-service cafeterias remains the smallest category in Peru's consumer foodservice industry

INDUSTRY PERFORMANCE

New location, and rising demand for quick and affordable meals support sales in 2025

Chained self-service cafeterias benefit from their prime locations and social media presence

Self-service cafeterias remain primarily focused on in-person sales

WHAT'S NEXT?

Focus on providing distinctive customer experiences

Self-service cafeterias to continue their in-person service approach

Adapting to attract consumers looking for innovative gastronomic experiences

COMPETITIVE LANDSCAPE

Supermercados Peruanos, with its DeliVea brand, maintains its leading position

New store and value proposition drive strong performance of DeliVea in 2025

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EXECUTIVE SUMMARY

Growth supported by improved economy, outlet expansion and international recognition

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INDUSTRY PERFORMANCE

Consumer foodservice benefits from an improving economic environment

Delivery expansion supported by the rapid adoption of third-party platforms

Restaurant loyalty programmes have low penetration, but are well received

WHAT'S NEXT?

Growth driven by dynamic marketing strategies, outlet expansion and economic improvement

New flavours, presentations, and fusions

Sustainability efforts to enhance the customer experience through higher-quality offerings

COMPETITIVE LANDSCAPE

Delosi SA leads, supported by a diverse portfolio of brands

Grupo Norkys' dynamism driven by constant promotions, strategic partnerships, and an ambitious expansion of new locations

NG Restaurants SA operates a broad portfolio of brands

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Expansion of delivery services primarily among chained operators

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