



Euromonitor
International

Limited-Service Restaurants in South Korea

March 2026

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Cost pressures drive shift in operator strategies

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Ice-cream limited-service restaurants enjoy growth

Brands reduce reliance on third-party delivery apps

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Restaurant franchises expand menus to maximise revenue

Brands leverage AI to improve efficiency

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[Consumer Foodservice in South Korea - Industry Overview](#)

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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

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/limited-service-restaurants-in-south-korea/report.