



Euromonitor
International

Limited-Service Restaurants in India

March 2026

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Limited-Service Restaurants in India - Category analysis

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Value-for-money and portion satisfaction shape consumer choices in 2025

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Urban selectivity and cost pressures moderate growth in 2025

Pizza emerges as the fastest-growing category

Fulfilment and value-for-money considerations shape performance

WHAT'S NEXT?

Double-digit growth supported by urbanisation and rising disposable incomes

Rising delivery and digital ordering enhance value growth

Differentiated offerings and consumer-centric innovation fuel expansion

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Consumer Foodservice in India - Industry Overview

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Rising price sensitivity driven by inflation

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Inflation shapes demand

Convenience and fulfilment redefine access in Indian foodservice

Experiences and loyalty programmes drive differentiation in a competitive market

WHAT'S NEXT?

Rising urban demand and convenience drive foodservice growth

Menu and delivery innovation reshape consumer experiences

Sustainability becomes a key differentiator to strengthen brand appeal and consumer loyalty

COMPETITIVE LANDSCAPE

Domino's Pizza maintains its lead through digital dominance and delivery scale

Street stalls/kiosks dominate while limited-service restaurants lead growth in 2025

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