



Full-Service Restaurants in Mexico

March 2026

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2025 DEVELOPMENTS

Slower growth is evident in full-service dining

INDUSTRY PERFORMANCE

Modest growth amid rising costs and operational challenges
European full-service restaurants enjoy dynamic growth driven by value strategies
Takeaway surges as hybrid model gains traction in full-service restaurants

WHAT'S NEXT?

Slow growth ahead amid polarisation and stronger focus on delivery
Reinvention of full-service dining will focus on loyalty, lifestyle integration and experiential strategies
Sustainable dining to emerge alongside more ethical practices

COMPETITIVE LANDSCAPE

Alsea reinforces leadership with strategic expansion and value-driven innovation
El Palacio de Hierro elevates luxury retail with bold gastronomic concept
Independent restaurants hold the lead, but chains gain ground through efficiency and scale

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EXECUTIVE SUMMARY

A challenging economy slows market performance

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price-driven growth amid inflationary pressures
Third-party delivery platforms drive dynamic growth
Chains elevate value through experiences and loyalty programs

WHAT'S NEXT?

Positive yet challenging outlook ahead for consumer foodservice
Innovation and strategic partnerships to shape future growth

Environmental challenges ahead for delivery and takeaway channels

COMPETITIVE LANDSCAPE

Alsea SAB de CV reinforces leadership with expansion and efficiency initiatives

Sbarro ranks as fastest-growing brand in consumer foodservice

Little Caesar's Pizza leads limited-service restaurants with affordable pricing and integrated third-party delivery

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Independent restaurants to maintain dominance amid expansion of chains

Loyalty programs and delivery apps to redefine consumer foodservice innovation

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