



Euromonitor
International

Self-Service Cafeterias in South Korea

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Self-Service Cafeterias in South Korea - Category analysis

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Modest growth in self-service cafeterias

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Ikea Restaurants embraces discounting to attract shoppers

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DISCLAIMER

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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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