



Euromonitor
International

Full-Service Restaurants in Argentina

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Full-service restaurants navigate recession with promotions, delivery and premium positioning

INDUSTRY PERFORMANCE

- Transactions fall across full-service restaurants
- Other full-service restaurants lead growth through attractive promotions
- Full-service restaurants adapt to economic pressures with affordable menus and delivery services

WHAT'S NEXT?

- Sales will recover as economy stabilises
- Delivery model will gain ground
- High-end restaurants will thrive on global stage

COMPETITIVE LANDSCAPE

- Kansas leads full-service restaurants
- Multifood Group leads growth with Mooi brand, albeit from low base
- Independent operators continue to dominate the full-service landscape

CATEGORY DATA

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Consumer Foodservice in Argentina - Industry Overview

EXECUTIVE SUMMARY

Foodservice struggles with significant challenges

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

- Reduced customer traffic amid ongoing recession
- Delivery apps become increasingly important
- Loyalty programmes gain traction amongst larger chains

WHAT'S NEXT?

- Consumer foodservice set for real growth as inflation eases
- Healthier offerings to gain traction

Sustainable practices will gain momentum

COMPETITIVE LANDSCAPE

Ice cream specialist Helacor SA leads sales

La Fabrica leads growth

Affordable brands gain traction

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