



Euromonitor
International

Consumer Foodservice in Peru

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EXECUTIVE SUMMARY

Growth supported by improved economy, outlet expansion and international recognition

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Consumer foodservice benefits from an improving economic environment

Delivery expansion supported by the rapid adoption of third-party platforms

Restaurant loyalty programmes have low penetration, but are well received

WHAT'S NEXT?

Growth driven by dynamic marketing strategies, outlet expansion and economic improvement

New flavours, presentations, and fusions

Sustainability efforts to enhance the customer experience through higher-quality offerings

COMPETITIVE LANDSCAPE

Delosi SA leads, supported by a diverse portfolio of brands

Grupo Norkys' dynamism driven by constant promotions, strategic partnerships, and an ambitious expansion of new locations

NG Restaurants SA operates a broad portfolio of brands

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INDUSTRY PERFORMANCE

Growth of cafés/bars constrained by security concerns

Juice/smoothie bars benefit from active marketing strategies, opening new locations and delivery services
Dynamic social media campaigns and packaging solutions drive delivery sales

WHAT'S NEXT?

An improved economy and security initiatives ensure modest growth
Adoption of delivery services limited to large chains
Specialist coffee and tea shops innovate and enjoy a stronger social media presence

COMPETITIVE LANDSCAPE

Delosi continues to dominate through expansion, intense marketing activity and loyalty campaigns
Unique advertising campaigns and innovation fuel dynamic growth of Delosi
Independents lead, especially through bars/pubs, while chained foodservice businesses energise juice/smoothie bars and specialist coffee and tea shops

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[Full-Service Restaurants in Peru](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Moderate growth supported by improved economic conditions

INDUSTRY PERFORMANCE

lowed growth in the largest categories impacts overall performance
European full-service restaurants see dynamic growth, albeit from a low base
Delivery allows full-service restaurants to achieve greater reach

WHAT'S NEXT?

Moderate growth with the opening of new shopping centres and increased purchasing power
In-person service will continue to be prioritised in full-service restaurants
Sustainability trends and international recognition drive innovation

COMPETITIVE LANDSCAPE

Delosi SA consolidates its lead with prestigious brands, a wide reach, and attractive promotions
Store expansion strategy and innovative marketing drive strong growth of Delosi
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Strong year for limited-service restaurants

INDUSTRY PERFORMANCE

Strong growth driven by improved economy, new outlets, greater social media presence and strengthened delivery

Pizza limited-service restaurants benefit from expansion strategies

Major players develop their delivery services to offer customers greater convenience and security

WHAT'S NEXT?

Economic growth and new locations ensure a positive future

Dynamic delivery sales due to offers, the safety of eating at home, and digital payment methods

Investment in store environment and product innovation

COMPETITIVE LANDSCAPE

Delosi SA maintains its lead through expansion and strong marketing activity

Strong growth of Grupo Roky's Pollería driven by store expansion, attractive offers and collaborations with prominent partners

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Self-Service Cafeterias in Peru

KEY DATA FINDINGS

2025 DEVELOPMENTS

Self-service cafeterias remains the smallest category in Peru's consumer foodservice industry

INDUSTRY PERFORMANCE

New location, and rising demand for quick and affordable meals support sales in 2025

Chained self-service cafeterias benefit from their prime locations and social media presence

Self-service cafeterias remain primarily focused on in-person sales

WHAT'S NEXT?

Focus on providing distinctive customer experiences

Self-service cafeterias to continue their in-person service approach

Adapting to attract consumers looking for innovative gastronomic experiences

COMPETITIVE LANDSCAPE

Supermercados Peruanos, with its DeliVea brand, maintains its leading position

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INDUSTRY PERFORMANCE

Independent businesses perform better, but limited by security concerns

Independents benefit from the opening of new premises and adapting to market challenges

Limited adoption of delivery services

WHAT'S NEXT?

An improved economy and recovery of chains ensure further growth
Partnerships with municipal authorities and the implementation of delivery services could drive sustainable growth
Growing consumer interest in unique and memorable experiences

COMPETITIVE LANDSCAPE

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[Consumer Foodservice By Location in Peru](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong growth in leisure and standalone restaurants amid uneven delivery adoption in 2025

INDUSTRY PERFORMANCE

Leisure locations benefit from a strong economy and more cultural and sports events
Expansion of outlets and innovation supports sales through standalone locations
Delivery is uneven across categories

WHAT'S NEXT?

Leisure growth driven by a strong economy and expansion of cultural and entertainment events
Standalone locations to benefit from improved economy and opening of new stores
Improved economy will favour the development of different types of locations; but insecurity could limit their performance
Youthcentric lifestyles drive Peruvian restaurants toward deliveryoptimised, hightraffic standalone sites

COMPETITIVE LANDSCAPE

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