



Euromonitor
International

Limited-Service Restaurants in Chile

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Limited-Service Restaurants in Chile - Category analysis

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2025 DEVELOPMENTS

Contrasting dynamics characterise limited-service restaurants

INDUSTRY PERFORMANCE

Upward trajectory in foodservice current value sales amid sharp variation across categories

Chicken format strengthens position through expansion and versatility

Delivery partnerships and mall footfall drive fulfillment efficiency

WHAT'S NEXT?

Positive outlook underpinned by scale, expansion and strong value appeal

Stronger mall traffic and delivery integration to shape fulfillment evolution

Copec to intensify competition through foodservice integration

COMPETITIVE LANDSCAPE

Aggressive pricing and product upgrades reinforce McDonald's leadership

Value positioning and digital activation fuel Little Caesar's Pizza's momentum

Independent Latin American concepts anchor value share in 2025

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Consumer Foodservice in Chile - Industry Overview

EXECUTIVE SUMMARY

Players adapt to the environment with a shift towards efficiency and value-driven strategies

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Priced value gains in a highly competitive cost environment

Channel strategies adapt amid rising costs and normalisation of consumption

Loyalty shifts towards delivery ecosystems as restaurants lean on experience

WHAT'S NEXT?

Rising sales to be supported by value-offering formats and consumer confidence gains

Growth of Asian-themed formats shapes innovation in 2025

Sustainability advances slowly, driven mainly by regulation and consumer action

COMPETITIVE LANDSCAPE

Brand leadership is reinforced through value, convenience and channel reach

Little Caesar's Pizza shows dynamism through its signature Hot-N-Ready model

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