



Euromonitor
International

Limited-Service Restaurants in Argentina

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Limited-service restaurants navigate inflationary environment

INDUSTRY PERFORMANCE

- Limited-service restaurants show relative resilience amid recession
- Chicken limited-service restaurants lead growth
- Delivery apps thrive, as consumers seek affordable dining options

WHAT'S NEXT?

- Limited-service restaurants poised for stronger performance
- Fulfilment growth set to accelerate with intensified competition between players
- El Desembarco eyes acquisition of Burger King

COMPETITIVE LANDSCAPE

- Helacor SA continues to hold sway, ahead of burger chains
- La Fabrica SRL is fastest-growing player, supported by increasing outlet numbers and targeted promotions
- Chains dominate limited-service restaurants

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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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