

# Limited-Service Restaurants in India

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## Abstracts

Due to intensifying competition with the emergence of domestic brands in limited-service restaurants, many leading international brands, such as Domino's Pizza and McDonald's, launched various customer loyalty reward programmes in an effort to retain customers. These loyalty programmes aim to better understand customer preferences, increase engagement and reward loyal customers. For instance, Domino's Pizza launched the "Cheesy Rewards Loyalty Program" to attract customers by offering free pizza...

Euromonitor International's Limited-Service Restaurants in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Chained Limited-Service Restaurants, Independent Limited-Service Restaurants, Limited-Service Restaurants by Type.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Limited-Service Restaurants market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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