

India Quick Service Restaurants Market, By Product (Food vs Beverages), By Type (Chain vs Standalone), By Model (Dine-in, Take Away and Home Delivery), By Sales Channel (Physical Outlets vs Online), By Region, By Major City, Competition, Forecast & Opportunities, 2025

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Abstracts

Quick Service Restaurants (QSR) market in India is projected to grow at a CAGR of over 18% during 2021 – 2025 due to increasing urbanization, rapid expansion in food delivery services, expanding young & working population, growing number of dual-income families and rising disposable income in the country. QSR market is broadly categorized into Food & Beverages segments with Food category holding the majority share in the market. Nevertheless, the Beverage segment is expected to grow at a faster rate in the coming years on account of innovative offerings being launched in this product category.

North India dominated the country's QSR market in 2019, and the region is expected to maintain its dominance during the forecast period. Some of the major market players operating in India QSR market include Jubilant FoodWorks Limited, Coffee Day Global Limited, Hardcastle Restaurants Pvt. Ltd. (HRPL), Sapphire Foods India Pvt Ltd, Devyani International Limited, Connaught Plaza Restaurants Limited, Burger Kind India Pvt Ltd, Tata Starbucks Private Limited, Subway System India Pvt Ltd, Burman Hospitality Private Limited, among others. Few of the other leading players include Sierra Nevada Restaurants Private Limited, Jumboking Foods Pvt. Ltd, Wow Momo Foods Private Limited, Barista Coffee Company Limited and others.

Domino's Pizza, McDonald's, Caf? Coffee Day, KFC (Kentucky Fried Chicken), Pizza

Hut, Burger King, Starbucks, Dunkin' Donuts, Costa Coffee, Subway and Taco Bell are few of the popular frontline QSR brand operating in the country. Some other major brands include Wendy's, Jumbo King, Wow! Momo, Wat-a-burger, Nirula's, Burgs, Smokin' Joe's, La Pinos and Carls Jr Burger.

Years considered for this report:

Historical Years: 2015-2018

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2021–2025

Objective of the Study:

To analyze and forecast the market size of the India Quick Service Restaurants market.

To classify and forecast India Quick Service Restaurants market based on Product, Type, Model, Sales Channel.

To identify drivers and challenges for India Quick Service Restaurants market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in India Quick Service Restaurants market.

To conduct pricing analysis for India Quick Service Restaurants market.

To identify and analyze the profile of leading players involved in India Quick Service Restaurants market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of QSR players operating across the country. Subsequently, TechSci Research conducted primary research surveys with

the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service offerings, distribution channels and the presence of all major manufacturers across the globe.

TechSci Research calculated the market size of the India QSR market using a bottom-up approach, wherein data for various applications across various end-user segments were recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Quick Service Restaurant players, franchises and other stakeholders

Organizations, forums and alliances related to OTT Video Services Platform

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers and partners, end-users, etc. besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, India Quick Service Restaurants market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Market, By Product

Food

Beverages

Market, By Type

Chain

Standalone

Market, By Model

Dine-in

Take Away

Home Delivery

Market, By Sales Channel

Physical Outlets

Online Standalone

Market, By Region:

North India

West India

South India

East India

Market, Major Cities

Bangalore

Mumbai

Hyderabad

Delhi

Others

Market, By Company

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India quick service restaurants market.

Available Customizations

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Profit Margin Analysis

Profit margin analysis in case of the direct and indirect sales channel.

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