

Trends of the Indian Food Services Industry

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The Indian food service sector has seen exceptional growth during the past decade and continues to expand at a fast pace. It is projected to grow at more than 10% over the next five years (2019–24). This can be attributed to a high percentage of young and working population with rising disposable incomes. Availability of organised retail space has also helped the industry to encourage the growth of local and international brands across different formats. Furthermore, the impact of the market on the entire ecosystem—from the right placement of a restaurant to kitchen equipment to supply chain and employment—is significant.

Over the last five years, we have witnessed the India food services sector evolve with the changing consumer landscape. Increased organised presence of ethnic cuisine restaurants, rise of various food tech models, enhanced use of technology to improve consumer experience and continued use of social media for consumer engagement are some of the key trends that will continue to shape the Indian food service sector.

The Indian food service sector is at an inflexion point where on one hand it has been served with a feast of growth opportunities and on the other, there are challenges that are acting as a headwind for growth. Establishments that will prove more successful than others will be those that see these challenges not just as a burden or cost, but as an opportunity to capture growth by becoming more relevant to the market as the trustworthy food providers their consumers want them to be.

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