

INDIA QSR CHICKEN RULES THE ROOST

QSR TO SEE 18% CAGR IN FY23-28

New users rather than more orders and higher prices will drive segment growth, says our research

CHICKEN QSR TO GROW FASTEST

Chicken QSR to grow ~1.3x segment growth and surpass Pizza as the largest QSR sub segment by FY28



MULTI-BRAND, MULTI-MARKET PLAYERS TO DOMINATE

Two YUM franchisees fit this bill. Devyani has KFC, PH, Costa Coffee, Vaango and The Food Street and operates in several geos including India, Nepal, Nigeria and Thailand while Sapphire Foods has KFC, PH and Taco Bell, selectively targeted at multiple geos including India, Sri Lanka and the Maldives.

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For the full report, please reach out to our [research desk](#)