



Euromonitor
International

Self-Service Cafeterias in Ireland

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2025 DEVELOPMENTS

Performance shaped by changing work patterns and heightened price sensitivity

INDUSTRY PERFORMANCE

Hybrid work and cost pressures drive decline in self-service cafeterias

Chained operators show relative dynamism as scale and contracts support adaptation

Value for money is key as consumers weigh trade-offs with alternative foodservice options

WHAT'S NEXT?

Challenge as consumer preference shifts to quality, health and sustainable alternatives

Automated and digital fulfilment innovations

Independent formats and niche innovation will define competition as operators adapt to demand for experiential meals

COMPETITIVE LANDSCAPE

Timepiece leads, focusing on quality-led menus, fresh preparation and a more café-style experience

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Consumer Foodservice in Ireland - Industry Overview

EXECUTIVE SUMMARY

Growth supported by digital convenience, sustainability, and evolving consumer priorities

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INDUSTRY PERFORMANCE

Inflation drives price sensitivity, shifting demand toward affordable foodservice formats

Digital ordering and delivery surge as consumers prioritise convenience and speed

Personalised experiences and loyalty programmes gain importance amid rising competition

WHAT'S NEXT?

Tourism recovery and tech adoption to fuel growth despite cost pressures

Automation and hybrid formats emerge as key strategies to tackle rising costs

Eco-friendly practices and ethical sourcing essential for long-term competitiveness

COMPETITIVE LANDSCAPE

Affordable menus and digital engagement secure McDonald's leadership

Tech-driven delivery and rapid expansion propel Apache Pizza as Ireland's fastest-growing brand

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