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Consumer Foodservice in the Netherlands

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Consumer Foodservice in the Netherlands

EXECUTIVE SUMMARY

Mixed picture for consumer foodservice in 2025

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INDUSTRY PERFORMANCE

Foodservice faces further rise in costs in 2025

Growth of delivery and takeaway under pressure

McDonald's launches new AI feature which creates unique family story

WHAT'S NEXT?

Evolving habits will benefit foodservice in the years ahead

Technology will help reward and attract new and returning customers

Technology will help to streamline operations and make it more sustainable

COMPETITIVE LANDSCAPE

McDonald's leads in a competitive field

Domestic player Wakuli enjoys growth

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Specialist coffee and tea shops sees highest growth

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WHAT'S NEXT?

Positive outlook for cafés/bars, although inflation is a significant factor

Specialist coffee and tea shops will boost the popularity of takeaway

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INDUSTRY PERFORMANCE

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Increased costs make it difficult to deliver value for money

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INDUSTRY PERFORMANCE

Higher costs lead to value growth in 2025

Chained self-service cafeterias outperform independent outlets

Even larger players have to make changes due to rising costs

WHAT'S NEXT?

Moderate growth expected over the forecast period

Players will seek to reach younger consumers with more takeaway and delivery options

La Place uses well-known chefs to create new dishes for its menu

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NS Group tests innovations and concepts at special Kiosk outlet

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INDUSTRY PERFORMANCE

Foodservice through travel outpaces lodging, boosted by tourism recovery and social media influence

Consumers look for special food experiences during travel and leisure time

On-the-go consumption offers different locations new opportunities

WHAT'S NEXT?

Operators of travel-related locations will invest in new locations for foodservice outlets

Standalone consumer foodservice will likely see average growth

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