



Euromonitor
International

Cafés/Bars in Finland

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2025 DEVELOPMENTS

Weak consumer confidence and shifting drinking culture weigh on category performance

INDUSTRY PERFORMANCE

Economic uncertainty and changing alcohol habits drive value decline

Cafés show the smallest decline as price points and demand drivers differ

Loyalty schemes support value-for-money perceptions and repeat visits

WHAT'S NEXT?

A return to growth depends heavily on economic recovery and consumer sentiment

Takeaway remains more relevant than delivery for most cafés/bars formats

Sustainability could regain visibility if trading conditions improve

COMPETITIVE LANDSCAPE

Espresso House leads through network scale despite recent softness

NoHo Partners stands out through acquisition-driven momentum

Independent operators dominate, though ownership structures blur the split

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Consumer Foodservice in Finland - Industry Overview

EXECUTIVE SUMMARY

Weak economic conditions constrain consumer foodservice growth

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INDUSTRY PERFORMANCE

Weak economic environment constrains consumer foodservice growth

Eat-in remains the dominant fulfilment type

Loyalty programmes remain a key engagement tool

WHAT'S NEXT?

Economic outlook will strongly influence industry performance

Digitalisation and technological innovation reshape the industry

Sustainability remains important despite reduced public attention

COMPETITIVE LANDSCAPE

McDonald's remains the leading company in consumer foodservice

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