



**Euromonitor
International**

Consumer Foodservice By Location in Romania

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Standalone continues to account for most value sales

INDUSTRY PERFORMANCE

Retail registers highest value growth

Standalone continues to account for most value sales

Takeaway key driver of sales

WHAT'S NEXT?

Retail registers highest value growth, though potential also for standalone

Further expansion of standalone outlets in historic downtowns

Growth of consumer foodservice in rural areas

COMPETITIVE LANDSCAPE

Large international chains favour retail

Local chains dominate standalone locations

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[Consumer Foodservice in Romania - Industry Overview](#)

EXECUTIVE SUMMARY

Continuing high inflation sees more affordable options benefit

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Cost cutting key focus

Online ordering and home delivery continues to see growth

Loyalty programmes increasing popular, while full-service restaurants focus on enhancing customer experience

WHAT'S NEXT?

Affordability key driver of sales over forecast period

Digitalisation and a focus on healthy food key drivers over forecast period

Increasing spotlight on sustainability

COMPETITIVE LANDSCAPE

Limited-service restaurant chains lead the competitive landscape

Newcomer Hesburger making impact

Limited-service restaurants leading growth

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