



Euromonitor
International

Full-Service Restaurants in Poland

April 2026

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Full-Service Restaurants in Poland - Category analysis

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2025 DEVELOPMENTS

Current value sales, transactions and outlet numbers continue to increase steadily

INDUSTRY PERFORMANCE

Rising disposable incomes and growth in inbound tourism bolster trade

Chained Asian full-service restaurants posts fastest current value growth rate

Use of discount promotions remains widespread

WHAT'S NEXT?

Maturity and threat from cheaper categories will temper growth prospects

Investment in digitalisation and automation set to rise

Operators will continue working to reduce their environmental footprint

COMPETITIVE LANDSCAPE

AmRest remains the top company

Gastronom shows fastest growth in current value sales

Independents continue to dominate full-service restaurants

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Consumer Foodservice in Poland - Industry Overview

EXECUTIVE SUMMARY

Market continues to expand at a robust pace

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Rates of growth in value sales, transactions and outlet numbers slow moderately

Menu innovation, customer experiences and fulfilment are key points of competition

Investment in and engagement with loyalty programmes remain high

WHAT'S NEXT?

Outlook for consumer foodservice is broadly favourable

Digitalisation and automation set to become more visible across the market

Sustainability concerns will continue to shape company strategies

COMPETITIVE LANDSCAPE

McDonald's maintains market lead in value sales terms

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