



Self-Service Cafeterias in Poland

April 2026

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Self-Service Cafeterias in Poland - Category analysis

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2025 DEVELOPMENTS

Growth in current value sales and transactions picks up in 2025

INDUSTRY PERFORMANCE

Frequent promotions help to strengthen loyalty among core target demographics

Chained category registers strongest growth in current value terms

Digitalisation remains underdeveloped in self-service cafeterias

WHAT'S NEXT?

Trade set to remain reasonably steady

Operators will continue working to enhance menus and customer experiences

Efforts to improve sustainability credentials likely to intensify

COMPETITIVE LANDSCAPE

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Independent operators remain dominant

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Consumer Foodservice in Poland - Industry Overview

EXECUTIVE SUMMARY

Market continues to expand at a robust pace

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INDUSTRY PERFORMANCE

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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