



Euromonitor
International

Self-Service Cafeterias in Romania

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Affordable, healthy food supports sales

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Chained self-service cafeterias register higher value growth

Eat-in dominant in self-service cafeterias

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Bright outlook over forecast period

Increasing digitalisation, as well as focus on sustainability.

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Continuing high inflation sees more affordable options benefit

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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

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