



Euromonitor
International

Consumer Foodservice in Slovakia

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EXECUTIVE SUMMARY

Challenging economic conditions and new legislation weigh on performance

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INDUSTRY PERFORMANCE

Modest value growth driven mainly by inflation

Legislative changes reshape fulfilment patterns

Loyalty programmes and social media marketing support consumer engagement

WHAT'S NEXT?

Economic conditions will continue to shape industry development

Market entry and expansion plans stimulate innovation

Sustainability progresses gradually alongside healthier menu trends

COMPETITIVE LANDSCAPE

McDonald's maintains leadership through strong marketing and expansion

OMV Slovensko records the strongest growth

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Inflation and cautious spending shape category performance

INDUSTRY PERFORMANCE

Price increases support value growth despite declining outlet numbers

Independent specialist coffee shops record strong performance
Value perception remains crucial for consumers

WHAT'S NEXT?

Gradual recovery expected to support category growth
Takeaway remains dominant while delivery develops gradually
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KEY DATA FINDINGS

2025 DEVELOPMENTS

Price increases support modest value growth

INDUSTRY PERFORMANCE

Price adjustments offset weaker consumer demand
Asian cuisine continues to gain popularity
Value perception remains central to dining decisions

WHAT'S NEXT?

Gradual recovery expected as economic conditions stabilise
Hybrid service models gain importance
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KEY DATA FINDINGS

2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Price inflation supports modest value growth

Burger concepts remain particularly popular

Value for money remains the key consumer priority

WHAT'S NEXT?

Gradual economic recovery expected to support category expansion

Delivery and takeaway regain momentum

Sustainability initiatives gradually gain importance

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Self-Service Cafeterias in Slovakia

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable lunch options support stable demand

INDUSTRY PERFORMANCE

Price increases and stable lunchtime demand drive growth

Chained operators outperform independent outlets

Value perception remains the key driver of consumer choice

WHAT'S NEXT?

Format remains attractive for cost-conscious consumers

Eat-in continues to dominate fulfilment

Sustainability and efficiency remain strategic priorities

COMPETITIVE LANDSCAPE

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KEY DATA FINDINGS

2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Value growth supported by price increases and high-traffic locations

Chained operators outperform independent kiosks

Value considerations influence fulfilment choices

WHAT'S NEXT?

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COMPETITIVE LANDSCAPE

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Retail locations record the strongest growth
Standalone outlets remain under pressure
VAT changes reshape fulfilment patterns

WHAT'S NEXT?

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CATEGORY DATA

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