



Euromonitor
International

Full-Service Restaurants in Belgium

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Price-driven growth amid challenging consumer habits

INDUSTRY PERFORMANCE

Full-service restaurants see falling customer traffic
Latin American and Italian concepts grow in popularity
Eat-in dominates, while delivery gains momentum

WHAT'S NEXT?

Full-service restaurants face decline amid shifting consumer priorities
Eat-in will remain dominant, but online delivery will continue to expand
Plant-based fine dining will gain traction

COMPETITIVE LANDSCAPE

Top Brands leads sales
La Pataterie grows through outlet expansion while Bavet benefits from menu innovation
Independents continue to dominate, despite ongoing challenges

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Consumer Foodservice in Belgium - Industry Overview

EXECUTIVE SUMMARY

Rising prices and digital convenience impact Belgium's foodservice industry

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Consumer foodservice shows modest value growth amid decline in transactions
Online delivery gains momentum
Leading operators seek to strengthen customer loyalty

WHAT'S NEXT?

Sluggish performance amid ongoing consumer caution
Innovation will continue apace

Advancement of sustainability initiatives, ahead of EU packaging regulations

COMPETITIVE LANDSCAPE

McDonald's leads Belgian consumer foodservice as limited-service chains expand through scale

Burger King leads growth

Deli NV expands network

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Independent operators lose ground to chains

Plant-based fine-dining gains momentum

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