



Euromonitor
International

Limited-Service Restaurants in Finland

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Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable formats and cautious consumers support modest growth

INDUSTRY PERFORMANCE

Limited-service restaurants outperform other categories amid weak market conditions

Middle Eastern and Latin American formats expand quickly from a small base

Loyalty programmes strengthen value-for-money positioning

WHAT'S NEXT?

Economic recovery will remain a key determinant of category performance

Third-party delivery competition intensifies and platform coverage becomes essential

Sustainability remains uneven but continues to influence leading players

COMPETITIVE LANDSCAPE

McDonald's leads through brand strength and selective expansion

Chained concepts continue to dominate limited-service restaurants

CATEGORY DATA

Table 1 - Limited-Service Restaurants by Category: Units/Outlets 2020-2025

Table 2 - Sales in Limited-Service Restaurants by Category: Number of Transactions 2020-2025

Table 3 - Sales in Limited-Service Restaurants by Category: Foodservice Value 2020-2025

Table 4 - Limited-Service Restaurants by Category: % Units/Outlets Growth 2020-2025

Table 5 - Sales in Limited-Service Restaurants by Category: % Transaction Growth 2020-2025

Table 6 - Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2020-2025

Table 7 - GBO Company Shares in Chained Limited-Service Restaurants: % Foodservice Value 2021-2025

Table 8 - GBN Brand Shares in Chained Limited-Service Restaurants: % Foodservice Value 2022-2025

Table 9 - Forecast Limited-Service Restaurants by Category: Units/Outlets 2025-2030

Table 10 - Forecast Sales in Limited-Service Restaurants by Category: Number of Transactions 2025-2030

Table 11 - Forecast Sales in Limited-Service Restaurants by Category: Foodservice Value 2025-2030

Table 12 - Forecast Limited-Service Restaurants by Category: % Units/Outlets Growth 2025-2030

Table 13 - Forecast Sales in Limited-Service Restaurants by Category: % Transaction Growth 2025-2030

Table 14 - Forecast Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2025-2030

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EXECUTIVE SUMMARY

Weak economic conditions constrain consumer foodservice growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Weak economic environment constrains consumer foodservice growth

Eat-in remains the dominant fulfilment type

Loyalty programmes remain a key engagement tool

WHAT'S NEXT?

Economic outlook will strongly influence industry performance

Digitalisation and technological innovation reshape the industry

Sustainability remains important despite reduced public attention

COMPETITIVE LANDSCAPE

McDonald's remains the leading company in consumer foodservice

Smaller operators drive the most dynamic growth

Ownership changes and restructuring shape the competitive landscape

CHANNELS

Independent outlets remain dominant despite strong chain presence

Limited channel innovation in 2025

MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2020-2025

Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2020-2025

Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2025

Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2020-2025

Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2020-2025

Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2025

Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2020-2025

Table 22 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2020-2025

Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2025

Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2022-2025

Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2025

Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2025-2030

Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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