



Limited-Service Restaurants in the Netherlands

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising costs and competition challenge value proposition for limited-service restaurants in the Netherlands

INDUSTRY PERFORMANCE

High prices remain an issue for limited-service restaurants

Ice cream limited service restaurants offer affordable indulgence

Rising costs of ingredients impacts the affordability of category

WHAT'S NEXT?

Outlook remains positive, although inflation will remain a significant factor

Steady growth predicted for delivery

K-Food set to be a key trend over the forecast period

COMPETITIVE LANDSCAPE

McDonald's leads, but growth is limited

Bram Ladage achieves growth through expansion of number of outlets

New entrepreneurs choose to be franchisees rather than independent

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Consumer Foodservice in the Netherlands - Industry Overview

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Mixed picture for consumer foodservice in 2025

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INDUSTRY PERFORMANCE

Foodservice faces further rise in costs in 2025

Growth of delivery and takeaway under pressure

McDonald's launches new AI feature which creates unique family story

WHAT'S NEXT?

Evolving habits will benefit foodservice in the years ahead

Technology will help reward and attract new and returning customers

Technology will help to streamline operations and make it more sustainable

COMPETITIVE LANDSCAPE

McDonald's leads in a competitive field

Domestic player Wakuli enjoys growth

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