



Euromonitor
International

Limited-Service Restaurants in Romania

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Continuing expansion

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Sluggish economy supports limited-service restaurants

Ice cream limited-service restaurants gain most value share

Takeaway and online ordering and delivery continue to register growth

WHAT'S NEXT?

Positive outlook over forecast period

McDonald's continues to lead

Burger chains most popular, but Latin American offerings make gains

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Burger chains register significant growth

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DISCLAIMER

Consumer Foodservice in Romania - Industry Overview

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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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