



Euromonitor
International

Consumer Foodservice By Location in Ireland

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Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Standalone and non-standalone reinforce their complementary roles in 2025

INDUSTRY PERFORMANCE

Retail-led foodservice outperforms other non-standalone locations as shopping-linked consumption strengthens in 2025

Standalone foodservice value sales rise as destination dining and convenience formats regain momentum

Independents emphasise quality, freshness and customisation, while chains focus on operational efficiency and fulfilment integration

WHAT'S NEXT?

Retail to remain the most dynamic non-standalone location as foodservice aligns with experience-led shopping

Standalone foodservice value sales to rise as localised demand and convenience formats gain importance

Cost pressures challenge operators, while location flexibility creates new growth opportunities

Demographic shifts favour suburban, family-friendly and commuter-oriented locations

COMPETITIVE LANDSCAPE

McDonald's leads non-standalone locations by leveraging scale, convenience and captive footfall

Supermac's leads standalone locations through local relevance and destination-led dining

CATEGORY DATA

Table 1 - Consumer Foodservice by Location: Units/Outlets 2020-2025

Table 2 - Sales in Consumer Foodservice by Location: Number of Transactions 2020-2025

Table 3 - Sales in Consumer Foodservice by Location: Foodservice Value 2020-2025

Table 4 - Consumer Foodservice by Location: % Units/Outlets Growth 2020-2025

Table 5 - Sales in Consumer Foodservice by Location: % Transaction Growth 2020-2025

Table 6 - Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2020-2025

Table 7 - Consumer Foodservice Through Standalone: Units/Outlets 2020-2025

Table 8 - Sales in Consumer Foodservice Through Standalone: Number of Transactions 2020-2025

Table 9 - Sales in Consumer Foodservice Through Standalone: Foodservice Value 2020-2025

Table 10 - Consumer Foodservice Through Standalone: % Units/Outlets Growth 2020-2025

Table 11 - Sales in Consumer Foodservice Through Standalone: % Transaction Growth 2020-2025

Table 12 - Sales in Consumer Foodservice Through Standalone: % Foodservice Value Growth 2020-2025

Table 13 - Consumer Foodservice Through Leisure: Units/Outlets 2020-2025

Table 14 - Sales in Consumer Foodservice Through Leisure: Number of Transactions 2020-2025

Table 15 - Sales in Consumer Foodservice Through Leisure: Foodservice Value 2020-2025

Table 16 - Consumer Foodservice Through Leisure: % Units/Outlets Growth 2020-2025

Table 17 - Sales in Consumer Foodservice Through Leisure: % Transaction Growth 2020-2025

Table 18 - Sales in Consumer Foodservice Through Leisure: % Foodservice Value Growth 2020-2025

Table 19 - Consumer Foodservice Through Retail: Units/Outlets 2020-2025

Table 20 - Sales in Consumer Foodservice Through Retail: Number of Transactions 2020-2025

Table 21 - Sales in Consumer Foodservice Through Retail: Foodservice Value 2020-2025

Table 22 - Consumer Foodservice Through Retail: % Units/Outlets Growth 2020-2025

Table 23 - Sales in Consumer Foodservice Through Retail: % Transaction Growth 2020-2025

Table 24 - Sales in Consumer Foodservice Through Retail: % Foodservice Value Growth 2020-2025

Table 25 - Consumer Foodservice Through Lodging: Units/Outlets 2020-2025

Table 26 - Sales in Consumer Foodservice Through Lodging: Number of Transactions 2020-2025

Table 27 - Sales in Consumer Foodservice Through Lodging: Foodservice Value 2020-2025

Table 28 - Consumer Foodservice Through Lodging: % Units/Outlets Growth 2020-2025

Table 29 - Sales in Consumer Foodservice Through Lodging: % Transaction Growth 2020-2025

Table 30 - Sales in Consumer Foodservice Through Lodging: % Foodservice Value Growth 2020-2025

Table 31 - Consumer Foodservice Through Travel: Units/Outlets 2020-2025

Table 32 - Sales in Consumer Foodservice Through Travel: Number of Transactions 2020-2025
Table 33 - Sales in Consumer Foodservice Through Travel: Foodservice Value 2020-2025
Table 34 - Consumer Foodservice Through Travel: % Units/Outlets Growth 2020-2025
Table 35 - Sales in Consumer Foodservice Through Travel: % Transaction Growth 2020-2025
Table 36 - Sales in Consumer Foodservice Through Travel: % Foodservice Value Growth 2020-2025
Table 37 - Forecast Consumer Foodservice by Location: Units/Outlets 2025-2030
Table 38 - Forecast Sales in Consumer Foodservice by Location: Number of Transactions 2025-2030
Table 39 - Forecast Sales in Consumer Foodservice by Location: Foodservice Value 2025-2030
Table 40 - Forecast Consumer Foodservice by Location: % Units/Outlets Growth 2025-2030
Table 41 - Forecast Sales in Consumer Foodservice by Location: % Transaction Growth 2025-2030
Table 42 - Forecast Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2025-2030
Table 43 - Forecast Consumer Foodservice Through Standalone: Units/Outlets 2025-2030
Table 44 - Forecast Sales in Consumer Foodservice Through Standalone: Number of Transactions 2025-2030
Table 45 - Forecast Sales in Consumer Foodservice Through Standalone: Foodservice Value 2025-2030
Table 46 - Forecast Consumer Foodservice Through Standalone: % Units/Outlets Growth 2025-2030
Table 47 - Forecast Sales in Consumer Foodservice Through Standalone: % Transaction Growth 2025-2030
Table 48 - Forecast Sales in Consumer Foodservice Through Standalone: % Foodservice Value Growth 2025-2030
Table 49 - Forecast Consumer Foodservice Through Leisure: Units/Outlets 2025-2030
Table 50 - Forecast Sales in Consumer Foodservice Through Leisure: Number of Transactions 2025-2030
Table 51 - Forecast Sales in Consumer Foodservice Through Leisure: Foodservice Value 2025-2030
Table 52 - Forecast Consumer Foodservice Through Leisure: % Units/Outlets Growth 2025-2030
Table 53 - Forecast Sales in Consumer Foodservice Through Leisure: % Transaction Growth 2025-2030
Table 54 - Forecast Sales in Consumer Foodservice Through Leisure: % Foodservice Value Growth 2025-2030
Table 55 - Forecast Consumer Foodservice Through Retail: Units/Outlets 2025-2030
Table 56 - Forecast Sales in Consumer Foodservice Through Retail: Number of Transactions 2025-2030
Table 57 - Forecast Sales in Consumer Foodservice Through Retail: Foodservice Value 2025-2030
Table 58 - Forecast Consumer Foodservice Through Retail: % Units/Outlets Growth 2025-2030
Table 59 - Forecast Sales in Consumer Foodservice Through Retail: % Transaction Growth 2025-2030
Table 60 - Forecast Sales in Consumer Foodservice Through Retail: % Foodservice Value Growth 2025-2030
Table 61 - Forecast Consumer Foodservice Through Lodging: Units/Outlets 2025-2030
Table 62 - Forecast Sales in Consumer Foodservice Through Lodging: Number of Transactions 2025-2030
Table 63 - Forecast Sales in Consumer Foodservice Through Lodging: Foodservice Value 2025-2030
Table 64 - Forecast Consumer Foodservice Through Lodging: % Units/Outlets Growth 2025-2030
Table 65 - Forecast Sales in Consumer Foodservice Through Lodging: % Transaction Growth 2025-2030
Table 66 - Forecast Sales in Consumer Foodservice Through Lodging: % Foodservice Value Growth 2025-2030
Table 67 - Forecast Consumer Foodservice Through Travel: Units/Outlets 2025-2030
Table 68 - Forecast Sales in Consumer Foodservice Through Travel: Number of Transactions 2025-2030
Table 69 - Forecast Sales in Consumer Foodservice Through Travel: Foodservice Value 2025-2030
Table 70 - Forecast Consumer Foodservice Through Travel: % Units/Outlets Growth 2025-2030
Table 71 - Forecast Sales in Consumer Foodservice Through Travel: % Transaction Growth 2025-2030
Table 72 - Forecast Sales in Consumer Foodservice Through Travel: % Foodservice Value Growth 2025-2030

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Consumer Foodservice in Ireland - Industry Overview

EXECUTIVE SUMMARY

Growth supported by digital convenience, sustainability, and evolving consumer priorities

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Inflation drives price sensitivity, shifting demand toward affordable foodservice formats

Digital ordering and delivery surge as consumers prioritise convenience and speed
Personalised experiences and loyalty programmes gain importance amid rising competition

WHAT'S NEXT?

Tourism recovery and tech adoption to fuel growth despite cost pressures
Automation and hybrid formats emerge as key strategies to tackle rising costs
Eco-friendly practices and ethical sourcing essential for long-term competitiveness

COMPETITIVE LANDSCAPE

Affordable menus and digital engagement secure McDonald's leadership
Tech-driven delivery and rapid expansion propel Apache Pizza as Ireland's fastest-growing brand
Chains and independents innovate with health-focused menus and sustainability-led store formats

CHANNELS

Chains thrive on tech and scale, while independents battle cost and delivery challenges
Digital tools and eco-friendly practices redefine innovation

MARKET DATA

Table 73 - Units, Transactions and Value Sales in Consumer Foodservice 2020-2025
Table 74 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2020-2025
Table 75 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2025
Table 76 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2020-2025
Table 77 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2020-2025
Table 78 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2025
Table 79 - Sales in Consumer Foodservice by Location: % Foodservice Value 2020-2025
Table 80 - Sales in Consumer Foodservice by Fulfilment: % Foodservice Value 2020-2025
Table 81 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2025
Table 82 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2022-2025
Table 83 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2025
Table 84 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2025-2030
Table 85 - 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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