



Euromonitor  
International

# Consumer Foodservice in Ireland

March 2026

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## Consumer Foodservice in Ireland

### 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

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Chains thrive on tech and scale, while independents battle cost and delivery challenges

Digital tools and eco-friendly practices redefine innovation

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Specialist coffee chains accelerate growth as consumers favour reliable quality  
Cafés with faster service and takeaway focus outperform as value and convenience influence choices

#### WHAT'S NEXT?

Cafés/bars value sales to rise as coffee culture and social dining remain resilient along with growing remote work  
Cafés enhance fulfilment for remote workers with workspace appeal, Wi-Fi and flexible service formats  
Sustainability initiatives to rise as cafés adopt circular economy practices

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Value growth supported by rising consumer interest in fine dining and authentic global cuisines  
Wagamama and new full-service formats anchor Asian and experiential dining growth in 2025  
Value for money and rising price sensitivity influence dining decisions as cost concerns grow in 2025

#### WHAT'S NEXT?

Value sales set to rise as premium and experiential dining demand strengthens  
Fulfilment to evolve through hybrid dine-in, takeaway and chef-driven digital experiences  
Sustainability, provenance, local sourcing and menu transparency increasingly shape full-service dining value

#### COMPETITIVE LANDSCAPE

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Fulfilment and value trade-offs shape performance in a high-cost environment

#### WHAT'S NEXT?

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#### KEY DATA FINDINGS

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##### INDUSTRY PERFORMANCE

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Chained operators show relative dynamism as scale and contracts support adaptation

Value for money is key as consumers weigh trade-offs with alternative foodservice options

##### WHAT'S NEXT?

Challenge as consumer preference shifts to quality, health and sustainable alternatives

Automated and digital fulfilment innovations

Independent formats and niche innovation will define competition as operators adapt to demand for experiential meals

##### COMPETITIVE LANDSCAPE

Timepiece leads, focusing on quality-led menus, fresh preparation and a more café-style experience

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Independent street food traders drive category dynamism amid structural shifts

Value for money and experiential appeal drive consumer trade-offs

##### WHAT'S NEXT?

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Fulfilment evolution to focus on hybrid experiences and digital engagement

Sustainability and innovation reshape street food, with eco-friendly packaging and new menu concepts drawing demand

## COMPETITIVE LANDSCAPE

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[Consumer Foodservice By Location in Ireland](#)

## KEY DATA FINDINGS

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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

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