



Euromonitor
International

Self-Service Cafeterias in Ireland

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Performance shaped by changing work patterns and heightened price sensitivity

INDUSTRY PERFORMANCE

Hybrid work and cost pressures drive decline in self-service cafeterias
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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EXECUTIVE SUMMARY

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

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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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Digital tools and eco-friendly practices redefine innovation

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