



# Cafés/Bars in Finland

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## Cafés/Bars in Finland - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Weak consumer confidence and shifting drinking culture weigh on category performance

#### INDUSTRY PERFORMANCE

Economic uncertainty and changing alcohol habits drive value decline

Cafés show the smallest decline as price points and demand drivers differ

Loyalty schemes support value-for-money perceptions and repeat visits

#### WHAT'S NEXT?

A return to growth depends heavily on economic recovery and consumer sentiment

Takeaway remains more relevant than delivery for most cafés/bars formats

Sustainability could regain visibility if trading conditions improve

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Weak economic conditions constrain consumer foodservice growth

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Weak economic environment constrains consumer foodservice growth

Eat-in remains the dominant fulfilment type

Loyalty programmes remain a key engagement tool

#### WHAT'S NEXT?

Economic outlook will strongly influence industry performance

Digitalisation and technological innovation reshape the industry

Sustainability remains important despite reduced public attention

## COMPETITIVE LANDSCAPE

McDonald's remains the leading company in consumer foodservice

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