



Full-Service Restaurants in Romania

March 2026

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Full-Service Restaurants in Romania - Category analysis

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Challenging environment with continuing rising costs

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Middle Eastern cuisine increasingly popular

Online ordering and delivery continues to grow in popularity

WHAT'S NEXT?

Muted value growth over forecast period

Online ordering and delivery key channel to supplement sales

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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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