



Euromonitor
International

Full-Service Restaurants in the Czech Republic

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Full-Service Restaurants in the Czech Republic - Category analysis

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2025 DEVELOPMENTS

Menu price increases and lunch menus drive full-service restaurant growth in the Czech Republic

INDUSTRY PERFORMANCE

Full-service restaurants record moderate value growth driven by pricing and changing consumer habits

Other full-service restaurants drive dynamic growth while European full-service restaurants lead sales

Rising costs shift full-service dining towards occasional experiences and lunch-focused delivery

WHAT'S NEXT?

Full-service restaurant sales are expected to rise as consumer spending and tourism recover

Convenience–value trade-offs will continue to shape full-service restaurant delivery

QR-code ordering and digital payments are transforming full-service restaurant operations

COMPETITIVE LANDSCAPE

Plzenský Prazdroj leads full-service restaurants with diverse branded concepts

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Consumer foodservice value sales rise due to price increases and stronger household spending

Delivery apps continue to shape foodservice fulfilment through competitive promotions

Experiences and loyalty programmes increasingly drive consumer choice

WHAT'S NEXT?

Consumer foodservice sales are expected to grow due to rising wages and stable inflation

Digitalisation and personalisation are set to drive innovation across the forecast period

Sustainability emerges as a key innovation driver in Czech consumer foodservice

COMPETITIVE LANDSCAPE

McDonald's CR spol sro leads consumer foodservice as US limited-service chains expand in the Czech Republic

AmRest Sro records growth through ongoing expansion and market campaigns

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