



# Self-Service Cafeterias in Poland

April 2026

Table of Contents

## Self-Service Cafeterias in Poland - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Growth in current value sales and transactions picks up in 2025

#### INDUSTRY PERFORMANCE

Frequent promotions help to strengthen loyalty among core target demographics

Chained category registers strongest growth in current value terms

Digitalisation remains underdeveloped in self-service cafeterias

#### WHAT'S NEXT?

Trade set to remain reasonably steady

Operators will continue working to enhance menus and customer experiences

Efforts to improve sustainability credentials likely to intensify

#### COMPETITIVE LANDSCAPE

Ikea Retail Sp zoo strengthens its leadership

Salad Story is the best performing player

Independent operators remain dominant

#### CATEGORY DATA

Table 1 - Self-Service Cafeterias: Units/Outlets 2020-2025

Table 2 - Sales in Self-Service Cafeterias: Number of Transactions 2020-2025

Table 3 - Sales in Self-Service Cafeterias: Foodservice Value 2020-2025

Table 4 - Sales in Self-Service Cafeterias: % Units/Outlets Growth 2020-2025

Table 5 - Sales in Self-Service Cafeterias: % Transaction Growth 2020-2025

Table 6 - Sales in Self-Service Cafeterias: % Foodservice Value Growth 2020-2025

Table 7 - GBO Company Shares in Chained Self-Service Cafeterias: % Foodservice Value 2021-2025

Table 8 - GBN Brand Shares in Chained Self-Service Cafeterias: % Foodservice Value 2022-2025

Table 9 - Forecast Self-Service Cafeterias: Units/Outlets 2025-2030

Table 10 - Forecast Sales in Self-Service Cafeterias: Number of Transactions 2025-2030

Table 11 - Forecast Sales in Self-Service Cafeterias: Foodservice Value 2025-2030

Table 12 - Forecast Self-Service Cafeterias: % Units/Outlets Growth 2025-2030

Table 13 - Forecast Sales in Self-Service Cafeterias: % Transaction Growth 2025-2030

Table 14 - Forecast Sales in Self-Service Cafeterias: % Foodservice Value Growth 2025-2030

#### DISCLAIMER

## [Consumer Foodservice in Poland - Industry Overview](#)

### EXECUTIVE SUMMARY

Market continues to expand at a robust pace

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Rates of growth in value sales, transactions and outlet numbers slow moderately

Menu innovation, customer experiences and fulfilment are key points of competition

Investment in and engagement with loyalty programmes remain high

#### WHAT'S NEXT?

Outlook for consumer foodservice is broadly favourable

Digitalisation and automation set to become more visible across the market

Sustainability concerns will continue to shape company strategies

## COMPETITIVE LANDSCAPE

McDonald's maintains market lead in value sales terms

Rex Concepts is the most dynamic performer overall

AmRest expands Starbucks chain into smaller cities

## CHANNELS

Independents continue to dominate consumer foodservice in Poland

Adoption of digital tools is strongest among chains

## MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2020-2025

Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2020-2025

Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2025

Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2020-2025

Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2020-2025

Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2025

Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2020-2025

Table 22 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2020-2025

Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2025

Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2022-2025

Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2025

Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2025-2030

Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2025-2030

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/self-service-cafeterias-in-poland/report](http://www.euromonitor.com/self-service-cafeterias-in-poland/report).