



# Self-Service Cafeterias in Denmark

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## Self-Service Cafeterias in Denmark - Category analysis

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#### 2025 DEVELOPMENTS

A positive year for self-service cafeterias

#### INDUSTRY PERFORMANCE

Self-service cafeterias see strong growth thanks to convenient and affordable positioning

Chained operators dominate through key locations

Ikea cuts menu prices to attract shoppers

#### WHAT'S NEXT?

Self-service cafeterias set to continue benefiting from their convenience and value

Delivering increased flexibility and customisation offers scope for development

Experiences a growing factor in the success of foodservice operators

#### COMPETITIVE LANDSCAPE

Bowl'n'Fun's success comes from combining dining with leisure and entertainment

Pincho Nation taps into the demand for engaging dining experiences

Chained operators in a better position to meet the needs of consumers

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Players focus on offering value and experiences to counter inflation

Key Data Findings

#### INDUSTRY PERFORMANCE

Price increases drive value growth

Fulfilment a growing focus of foodservice operators

Operators look to build loyalty through new concepts and digital engagement

#### WHAT'S NEXT?

Bright outlook for consumer foodservice as the economy improves

Players expected to focus on service delivery and location strategies to win share

Localisation and food waste strategies help tackle sustainability concerns

## COMPETITIVE LANDSCAPE

McDonald's retains the lead

Pincho Nation benefits from offering experience-driven dining

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