



Self-Service Cafeterias in Hungary

March 2026

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Self-Service Cafeterias in Hungary - Category analysis

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2025 DEVELOPMENTS

Affordable, healthy food supports sales

INDUSTRY PERFORMANCE

Positive value growth, though facing increasing competition from limited-service restaurants

Office workers and shoppers key consumer base

Limited demand for online delivery

WHAT'S NEXT?

Moderate constant value growth over forecast period

Hone delivery gains some ground

Increasing focus on sustainability

COMPETITIVE LANDSCAPE

IKEA holds on to top spot

Fresh Corner gains most value share

Independent operators dominate, though chained outlets more profitable

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Consumer Foodservice in Hungary - Industry Overview

EXECUTIVE SUMMARY

Continuing resilience in challenging environment

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INDUSTRY PERFORMANCE

Value sales increase, though profit margins remain under pressure

Delivery online ordering now crucial revenue stream

Experience and loyalty programmes increasingly important

WHAT'S NEXT?

Outlook uncertain

Space for innovation, though traditional still dominates

Increasing focus on sustainability

COMPETITIVE LANDSCAPE

McDonald's continues to lead

Local chain Simon's Burger gains value share

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