



# Self-Service Cafeterias in Romania

March 2026

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## Self-Service Cafeterias in Romania - Category analysis

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Affordable, healthy food supports sales

#### INDUSTRY PERFORMANCE

Positive performance in 2025

Chained self-service cafeterias register higher value growth

Eat-in dominant in self-service cafeterias

#### WHAT'S NEXT?

Bright outlook over forecast period

Increasing digitalisation, as well as focus on sustainability.

Chains expected to expand

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#### DISCLAIMER

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

#### EXECUTIVE SUMMARY

Continuing high inflation sees more affordable options benefit

#### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

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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