



Euromonitor
International

Full-Service Restaurants in Slovakia

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2025 DEVELOPMENTS

Price increases support modest value growth

INDUSTRY PERFORMANCE

Price adjustments offset weaker consumer demand

Asian cuisine continues to gain popularity

Value perception remains central to dining decisions

WHAT'S NEXT?

Gradual recovery expected as economic conditions stabilise

Hybrid service models gain importance

Sustainability and efficiency become strategic priorities

COMPETITIVE LANDSCAPE

Medusa Group maintains leadership through strong brand presence

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DISCLAIMER

Consumer Foodservice in Slovakia - Industry Overview

EXECUTIVE SUMMARY

Challenging economic conditions and new legislation weigh on performance

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INDUSTRY PERFORMANCE

Modest value growth driven mainly by inflation

Legislative changes reshape fulfilment patterns

Loyalty programmes and social media marketing support consumer engagement

WHAT'S NEXT?

Economic conditions will continue to shape industry development

Market entry and expansion plans stimulate innovation

Sustainability progresses gradually alongside healthier menu trends

COMPETITIVE LANDSCAPE

McDonald's maintains leadership through strong marketing and expansion

OMV Slovensko records the strongest growth

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