



Euromonitor
International

Consumer Foodservice in Slovakia

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Consumer Foodservice in Slovakia

EXECUTIVE SUMMARY

Challenging economic conditions and new legislation weigh on performance

KEY DATA FINDINGS

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
Competitive pressures intensify across the market

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Independent operators dominate but chains outperform
Premiumisation and health trends drive innovation

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KEY DATA FINDINGS

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Inflation and cautious spending shape category performance

INDUSTRY PERFORMANCE

Price increases support value growth despite declining outlet numbers

Independent specialist coffee shops record strong performance
Value perception remains crucial for consumers

WHAT'S NEXT?

Gradual recovery expected to support category growth
Takeaway remains dominant while delivery develops gradually
Sustainability and innovation gain importance

COMPETITIVE LANDSCAPE

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[Full-Service Restaurants in Slovakia](#)

KEY DATA FINDINGS

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

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Limited-Service Restaurants in Slovakia

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value-focused offers support continued category growth

INDUSTRY PERFORMANCE

Price inflation supports modest value growth

Burger concepts remain particularly popular

Value for money remains the key consumer priority

WHAT'S NEXT?

Gradual economic recovery expected to support category expansion

Delivery and takeaway regain momentum

Sustainability initiatives gradually gain importance

COMPETITIVE LANDSCAPE

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Self-Service Cafeterias in Slovakia

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable lunch options support stable demand

INDUSTRY PERFORMANCE

Price increases and stable lunchtime demand drive growth

Chained operators outperform independent outlets

Value perception remains the key driver of consumer choice

WHAT'S NEXT?

Format remains attractive for cost-conscious consumers

Eat-in continues to dominate fulfilment

Sustainability and efficiency remain strategic priorities

COMPETITIVE LANDSCAPE

IKEA Bratislava maintains leadership

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable street food supports moderate value growth

INDUSTRY PERFORMANCE

Value growth supported by price increases and high-traffic locations

Chained operators outperform independent kiosks

Value considerations influence fulfilment choices

WHAT'S NEXT?

Street food culture expected to support gradual expansion
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Sustainability considerations gain importance

COMPETITIVE LANDSCAPE

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Retail locations gain importance as consumer habits evolve

INDUSTRY PERFORMANCE

Retail locations record the strongest growth
Standalone outlets remain under pressure
VAT changes reshape fulfilment patterns

WHAT'S NEXT?

Retail locations expected to remain the most dynamic
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COMPETITIVE LANDSCAPE

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CATEGORY DATA

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