



# Self-Service Cafeterias in Spain

March 2026

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## Self-Service Cafeterias in Spain - Category analysis

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#### 2025 DEVELOPMENTS

Strategic locations and health trends drive growth in self-service cafeterias

#### INDUSTRY PERFORMANCE

Convenience and retail integration drive growth in Spain's self-service cafeterias

Strategic transport hub locations propel growth of chained self-service cafeterias

Loyalty programmes and value pricing drive consumer engagement in self-service cafeterias

#### WHAT'S NEXT?

Tourism and public transport initiatives are expected to drive growth in self-service cafeterias

Click-and-collect will enhance convenience, but in-store dining will remain dominant

As consumers demand healthier options, menus are set to adapt accordingly

#### COMPETITIVE LANDSCAPE

Ikea Food - IKEA España AB suc en España increases its share while implementing new consumer experiences

Ikea Food leads growth in self-service cafeterias through health focus and brand alignment

Chain foodservice self-service cafeterias lead due to strategic locations and premium spaces

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## Consumer Foodservice in Spain - Industry Overview

### EXECUTIVE SUMMARY

Easing inflation, tourism and digital innovation support growth in consumer foodservice in 2025

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Stabilising inflation, strong tourism and economic recovery support growth in 2025

Digital platforms and loyalty integration accelerate the expansion of delivery in Spain

Experiential formats and event-based dining strengthen consumer engagement

#### WHAT'S NEXT?

Tourism, easing inflation and rising mobility are set to support foodservice growth in Spain

Health and functional nutrition are expected to reshape menu strategies

Sustainability strategies will be transforming operations and menu development

## COMPETITIVE LANDSCAPE

Leading global chains strengthen positions through expansion, digitalisation and convenience-led formats

Experiential dining drives dynamic growth for Hard Rock Café in Spain

Network expansion and flagship investments reinforce Starbucks' leadership in specialist coffee shops

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Independent operators lead through authenticity but face competition from well-resourced chains

Digital platforms and loyalty programmes drive consumer engagement and operational efficiency

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