



Euromonitor
International

Limited-Service Restaurants in Ireland

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Limited-service restaurants remain resilient despite cost pressures

INDUSTRY PERFORMANCE

- Growth supported by new formats and brands entering Ireland in 2025
- Burger limited-service restaurants benefit from Wendy’s entry
- Fulfilment and value trade-offs shape performance in a high-cost environment

WHAT’S NEXT?

- Value-led formats support steady growth despite continued consumer caution amid high living costs
- Fulfilment to evolve through digital ordering, drive-through and hybrid formats as cost pressures persist
- McDonald’s operational changes signal sustainability becoming standard

COMPETITIVE LANDSCAPE

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- Apache Pizza and Circle K are the most dynamic companies in 2025
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Consumer Foodservice in Ireland - Industry Overview

EXECUTIVE SUMMARY

Growth supported by digital convenience, sustainability, and evolving consumer priorities

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

- Inflation drives price sensitivity, shifting demand toward affordable foodservice formats
- Digital ordering and delivery surge as consumers prioritise convenience and speed
- Personalised experiences and loyalty programmes gain importance amid rising competition

WHAT’S NEXT?

- Tourism recovery and tech adoption to fuel growth despite cost pressures
- Automation and hybrid formats emerge as key strategies to tackle rising costs

Eco-friendly practices and ethical sourcing essential for long-term competitiveness

COMPETITIVE LANDSCAPE

Affordable menus and digital engagement secure McDonald's leadership

Tech-driven delivery and rapid expansion propel Apache Pizza as Ireland's fastest-growing brand

Chains and independents innovate with health-focused menus and sustainability-led store formats

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Digital tools and eco-friendly practices redefine innovation

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