



Limited-Service Restaurants in Romania

March 2026

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Limited-Service Restaurants in Romania - Category analysis

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2025 DEVELOPMENTS

Continuing expansion

INDUSTRY PERFORMANCE

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Ice cream limited-service restaurants gain most value share

Takeaway and online ordering and delivery continue to register growth

WHAT'S NEXT?

Positive outlook over forecast period

McDonald's continues to lead

Burger chains most popular, but Latin American offerings make gains

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Continuing high inflation sees more affordable options benefit

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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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