



Euromonitor
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Limited-Service Restaurants in Romania

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Limited-Service Restaurants in Romania - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Limited-service restaurants offer convenience and lower prices

McDonald's and KFC lead, with an extensive presence in major cities across the country

Popularity of takeaways with increasingly busy lifestyles

PROSPECTS AND OPPORTUNITIES

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Ongoing innovation allows McDonald's to retain its top spot

Performance of limited-service restaurants will continue to be driven by chains

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