



Euromonitor  
International

# Limited-Service Restaurants in Poland

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## Limited-Service Restaurants in Poland - Category analysis

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#### 2025 DEVELOPMENTS

Growth in current value sales, transactions and outlet numbers remains robust

#### INDUSTRY PERFORMANCE

Chains continue outperform independents

Middle Eastern limited-service restaurants posts highest current value growth

Faster order fulfillment remains a key battleground

#### WHAT'S NEXT?

Outlook for limited-service restaurants is bright

Digitalisation trend will continue to gain momentum

Sustainability credentials set to become a more important point of competition

#### COMPETITIVE LANDSCAPE

McDonald's Polska retains commanding overall lead in value sales terms

Rex Concepts PLK is the most dynamic performer

Differentiation strategies help independents weather challenging trading conditions

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Market continues to expand at a robust pace

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Rates of growth in value sales, transactions and outlet numbers slow moderately

Menu innovation, customer experiences and fulfilment are key points of competition

Investment in and engagement with loyalty programmes remain high

#### WHAT'S NEXT?

Outlook for consumer foodservice is broadly favourable

Digitalisation and automation set to become more visible across the market

Sustainability concerns will continue to shape company strategies

## COMPETITIVE LANDSCAPE

McDonald's maintains market lead in value sales terms

Rex Concepts is the most dynamic performer overall

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Adoption of digital tools is strongest among chains

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/limited-service-restaurants-in-poland/report](http://www.euromonitor.com/limited-service-restaurants-in-poland/report).