



Limited-Service Restaurants in Ukraine

March 2026

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Limited-Service Restaurants in Ukraine - Category analysis

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2025 DEVELOPMENTS

Adaptability and convenience drive growth in limited-service restaurants in 2025

INDUSTRY PERFORMANCE

Growth for limited-service foodservice is driven by localised menus and flexible formats

Food zones, coffee concepts and in-store services boost growth for convenience stores limited-service restaurants

Affordability and accessibility sustain growth for limited-service restaurants in Ukraine

WHAT'S NEXT?

International investment is expected to drive future expansion of limited-service restaurants in Ukraine

Digital ordering and off-premise channels are set to shape the future of limited-service restaurants

KFC pilots vegetarian restaurant concept in Kyiv as plant-based options gain attention

COMPETITIVE LANDSCAPE

McDonald's retains its leadership through sustained investment and expansion

Chin Chin's rapid growth reflects the rising momentum of accessible Asian dining in Ukraine

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[Consumer Foodservice in Ukraine - Industry Overview](#)

EXECUTIVE SUMMARY

Ukraine's consumer foodservice sustains growth through resilience and adaptation

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INDUSTRY PERFORMANCE

Consumer foodservice sustains value growth despite declining footfall

Delivery and takeaway reinforce their role as structural growth channels

Consumer pragmatism drives value-focused strategies and digital engagement

WHAT'S NEXT?

Consumer foodservice sales in Ukraine are set for sustained growth during market adaptation

Innovation in automation and virtual dining are set to address labour challenges

Sustainability is set to gain momentum as a key trend in consumer foodservice

COMPETITIVE LANDSCAPE

Leading brands sustain top positions through scale, innovation, and diversification

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