

Full-Service Restaurants in Ukraine

February 2024

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Full-Service Restaurants in Ukraine - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Full-service restaurants continue to struggle despite improvements being seen in 2023

Rising costs push operators to focus on using local ingredients

Local, regional and Mediterranean options prove the most popular

PROSPECTS AND OPPORTUNITIES

Traditional players under pressure to modernise as other operators expand their reach into small towns and rural areas Sustainability under the spotlight

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