



Consumer Foodservice By Location in Finland

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Location performance varies widely depending on outlet type and local conditions

INDUSTRY PERFORMANCE

Travel locations show the strongest growth among non-standalone outlets

Standalone outlets see only marginal growth

Shopping and foodservice continue to overlap in many locations

WHAT'S NEXT?

Travel locations expected to remain the most dynamic

Standalone locations expected to grow broadly in line with the industry

Increasing overlap between retail and foodservice

Demographic changes reshape location dynamics

COMPETITIVE LANDSCAPE

Market leadership difficult to define across location categories

Standalone locations characterised by high fragmentation

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Consumer Foodservice in Finland - Industry Overview

EXECUTIVE SUMMARY

Weak economic conditions constrain consumer foodservice growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Weak economic environment constrains consumer foodservice growth

Eat-in remains the dominant fulfilment type
Loyalty programmes remain a key engagement tool

WHAT'S NEXT?

Economic outlook will strongly influence industry performance
Digitalisation and technological innovation reshape the industry
Sustainability remains important despite reduced public attention

COMPETITIVE LANDSCAPE

McDonald's remains the leading company in consumer foodservice
Smaller operators drive the most dynamic growth
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