



Euromonitor
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Consumer Foodservice in Finland

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Consumer Foodservice in Finland

EXECUTIVE SUMMARY

Weak economic conditions constrain consumer foodservice growth

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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

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WHAT'S NEXT?

A return to growth depends heavily on economic recovery and consumer sentiment
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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

Economic recovery and tourism growth will shape future performance
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Middle Eastern and Latin American formats expand quickly from a small base

Loyalty programmes strengthen value-for-money positioning

WHAT'S NEXT?

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Self-Service Cafeterias in Finland

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2025 DEVELOPMENTS

Economic pressures weigh on lunch spending despite steady demand for affordable meals

INDUSTRY PERFORMANCE

Economic pressures reduce demand for workplace lunches

Independent operators perform slightly better amid varied market conditions

Lunch benefits and buffet formats reinforce value-for-money positioning

WHAT'S NEXT?

Economic recovery and workplace attendance will shape future demand

Eat-in remains dominant despite some takeaway and delivery

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Street Stalls/Kiosks in Finland

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Independent operators show slightly more resilience

Takeaway remains the dominant fulfilment format

WHAT'S NEXT?

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INDUSTRY PERFORMANCE

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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

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