



Euromonitor
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Consumer Foodservice in Romania

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EXECUTIVE SUMMARY

Continuing high inflation sees more affordable options benefit

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Cost cutting key focus

Online ordering and home delivery continues to see growth

Loyalty programmes increasing popular, while full-service restaurants focus on enhancing customer experience

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Affordability key driver of sales over forecast period

Digitalisation and a focus on healthy food key drivers over forecast period

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Takeaway coffee popular, but other fulfilments also popular

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Chains register higher value growth

Independent operators continue to dominate

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INDUSTRY PERFORMANCE

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Standalone continues to account for most value sales

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WHAT'S NEXT?

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