Euromonitor International

Consumer Foodservice By Location in Romania

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Table of Contents

Consumer Foodservice By Location in Romania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Standalone continues to account for most value sales

INDUSTRY PERFORMANCE

Retail registers highest value growth

Standalone continues to account for most value sales

Takeaway key driver of sales

WHAT'S NEXT?

Retail registers highest value growth, though potential also for standalone

Further expansion of standalone outlets in historic downtowns

Growth of consumer foodservice in rural areas

COMPETITIVE LANDSCAPE

Large international chains favour retail

Local chains dominate standalone locations

CATEGORY DATA

Table 1 - Consumer Foodservice by Location: Units/Outlets 2020-2025
Table 2 - Sales in Consumer Foodservice by Location: Number of Transactions 2020-2025
Table 3 - Sales in Consumer Foodservice by Location: Foodservice Value 2020-2025
Table 4 - Consumer Foodservice by Location: % Units/Outlets Growth 2020-2025
Table 5 - Sales in Consumer Foodservice by Location: % Transaction Growth 2020-2025
Table 6 - Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2020-2025
Table 7 - Consumer Foodservice Through Standalone: Units/Outlets 2020-2025
Table 8 - Sales in Consumer Foodservice Through Standalone: Number of Transactions 2020-2025
Table 9 - Sales in Consumer Foodservice Through Standalone: Foodservice Value 2020-2025
Table 10 - Consumer Foodservice Through Standalone: % Units/Outlets Growth 2020-2025
Table 11 - Sales in Consumer Foodservice Through Standalone: % Transaction Growth 2020-2025
Table 12 - Sales in Consumer Foodservice Through Standalone: % Foodservice Value Growth 2020-2025
Table 13 - Consumer Foodservice Through Leisure: Units/Outlets 2020-2025
Table 14 - Sales in Consumer Foodservice Through Leisure: Number of Transactions 2020-2025
Table 15 - Sales in Consumer Foodservice Through Leisure: Foodservice Value 2020-2025
Table 16 - Consumer Foodservice Through Leisure: % Units/Outlets Growth 2020-2025
Table 17 - Sales in Consumer Foodservice Through Leisure: % Transaction Growth 2020-2025
Table 18 - Sales in Consumer Foodservice Through Leisure: % Foodservice Value Growth 2020-2025
Table 19 - Consumer Foodservice Through Retail: Units/Outlets 2020-2025
Table 20 - Sales in Consumer Foodservice Through Retail: Number of Transactions 2020-2025
Table 21 - Sales in Consumer Foodservice Through Retail: Foodservice Value 2020-2025
Table 22 - Consumer Foodservice Through Retail: % Units/Outlets Growth 2020-2025
Table 23 - Sales in Consumer Foodservice Through Retail: % Transaction Growth 2020-2025
Table 24 - Sales in Consumer Foodservice Through Retail: % Foodservice Value Growth 2020-2025
Table 25 - Consumer Foodservice Through Lodging: Units/Outlets 2020-2025
Table 26 - Sales in Consumer Foodservice Through Lodging: Number of Transactions 2020-2025
Table 27 - Sales in Consumer Foodservice Through Lodging: Foodservice Value 2020-2025
Table 28 - Consumer Foodservice Through Lodging: % Units/Outlets Growth 2020-2025
Table 29 - Sales in Consumer Foodservice Through Lodging: % Transaction Growth 2020-2025
Table 30 - Sales in Consumer Foodservice Through Lodging: % Foodservice Value Growth 2020-2025
Table 31 - Consumer Foodservice Through Travel: Units/Outlets 2020-2025
Table 32 - Sales in Consumer Foodservice Through Travel: Number of Transactions 2020-2025

Table 33 - Sales in Consumer Foodservice Through Travel: Foodservice Value 2020-2025
Table 34 - Consumer Foodservice Through Travel: % Units/Outlets Growth 2020-2025
Table 35 - Sales in Consumer Foodservice Through Travel: % Transaction Growth 2020-2025
Table 36 - Sales in Consumer Foodservice Through Travel: % Foodservice Value Growth 2020-2025
Table 37 - Forecast Consumer Foodservice by Location: Units/Outlets 2025-2030
Table 38 - Forecast Sales in Consumer Foodservice by Location: Number of Transactions 2025-2030
Table 39 - Forecast Sales in Consumer Foodservice by Location: Foodservice Value 2025-2030
Table 40 - Forecast Consumer Foodservice by Location: % Units/Outlets Growth 2025-2030
Table 41 - Forecast Sales in Consumer Foodservice by Location: % Transaction Growth 2025-2030
Table 42 - Forecast Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2025-2030
Table 43 - Forecast Consumer Foodservice Through Standalone: Units/Outlets 2025-2030
Table 44 - Forecast Sales in Consumer Foodservice Through Standalone: Number of Transactions 2025-2030
Table 45 - Forecast Sales in Consumer Foodservice Through Standalone: Foodservice Value 2025-2030
Table 46 - Forecast Consumer Foodservice Through Standalone: % Units/Outlets Growth 2025-2030
Table 47 - Forecast Sales in Consumer Foodservice Through Standalone: % Transaction Growth 2025-2030
Table 48 - Forecast Sales in Consumer Foodservice Through Standalone: % Foodservice Value Growth 2025-2030
Table 49 - Forecast Consumer Foodservice Through Leisure: Units/Outlets 2025-2030
Table 50 - Forecast Sales in Consumer Foodservice Through Leisure: Number of Transactions 2025-2030
Table 51 - Forecast Sales in Consumer Foodservice Through Leisure: Foodservice Value 2025-2030
Table 52 - Forecast Consumer Foodservice Through Leisure: % Units/Outlets Growth 2025-2030
Table 53 - Forecast Sales in Consumer Foodservice Through Leisure: % Transaction Growth 2025-2030
Table 54 - Forecast Sales in Consumer Foodservice Through Leisure: % Foodservice Value Growth 2025-2030
Table 55 - Forecast Consumer Foodservice Through Retail: Units/Outlets 2025-2030
Table 56 - Forecast Sales in Consumer Foodservice Through Retail: Number of Transactions 2025-2030
Table 57 - Forecast Sales in Consumer Foodservice Through Retail: Foodservice Value 2025-2030
Table 58 - Forecast Consumer Foodservice Through Retail: % Units/Outlets Growth 2025-2030
Table 59 - Forecast Sales in Consumer Foodservice Through Retail: % Transaction Growth 2025-2030
Table 60 - Forecast Sales in Consumer Foodservice Through Retail: % Foodservice Value Growth 2025-2030
Table 61 - Forecast Consumer Foodservice Through Lodging: Units/Outlets 2025-2030
Table 62 - Forecast Sales in Consumer Foodservice Through Lodging: Number of Transactions 2025-2030
Table 63 - Forecast Sales in Consumer Foodservice Through Lodging: Foodservice Value 2025-2030
Table 64 - Forecast Consumer Foodservice Through Lodging: % Units/Outlets Growth 2025-2030
Table 65 - Forecast Sales in Consumer Foodservice Through Lodging: % Transaction Growth 2025-2030
Table 66 - Forecast Sales in Consumer Foodservice Through Lodging: % Foodservice Value Growth 2025-2030
Table 67 - Forecast Consumer Foodservice Through Travel: Units/Outlets 2025-2030
Table 68 - Forecast Sales in Consumer Foodservice Through Travel: Number of Transactions 2025-2030
Table 69 - Forecast Sales in Consumer Foodservice Through Travel: Foodservice Value 2025-2030
Table 70 - Forecast Consumer Foodservice Through Travel: % Units/Outlets Growth 2025-2030
Table 71 - Forecast Sales in Consumer Foodservice Through Travel: % Transaction Growth 2025-2030
Table 72 - Forecast Sales in Consumer Foodservice Through Travel: % Foodservice Value Growth 2025-2030

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Consumer Foodservice in Romania - Industry Overview

EXECUTIVE SUMMARY

Continuing high inflation sees more affordable options benefit

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

WHAT'S NEXT?

Affordability key driver of sales over forecast period
Digitalisation and a focus on healthy food key drivers over forecast period
Increasing spotlight on sustainability

COMPETITIVE LANDSCAPE

Limited-service restaurant chains lead the competitive landscape
Newcomer Hesburger making impact
Limited-service restaurants leading growth

CHANNELS

Independent operators continue to dominate

MARKET DATA

Table 73 - Units, Transactions and Value Sales in Consumer Foodservice 2020-2025
Table 74 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2020-2025
Table 75 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2025
Table 76 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2020-2025
Table 77 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2020-2025
Table 78 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2025
Table 79 - Sales in Consumer Foodservice by Location: % Foodservice Value 2020-2025
Table 80 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2020-2025
Table 81 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2025
Table 82 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2022-2025
Table 83 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2025
Table 84 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2025-2030
Table 85 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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