



Euromonitor  
International

# Cafés/Bars in Poland

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Growth in current value sales and transactions slows as outlet numbers decline

### INDUSTRY PERFORMANCE

Independent bars/pubs continue to face significant challenges

Specialist coffee and tea shops is the most dynamic performer in value growth terms

Operators seek to justify price hikes by enhancing in-store experiences

### WHAT'S NEXT?

Changing consumer habits will drive more independent bars/pubs out of business

Efforts to improve customer experiences set to intensify

Sustainability and health concerns will continue to influence competitive strategies

### COMPETITIVE LANDSCAPE

McDonald's Polska remains the overall leader in 2025

WBC Olechno Zalewski Kalicinski Sp J posts highest value growth rate

Cafés/bars still mainly represented by independent operators

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## Consumer Foodservice in Poland - Industry Overview

### EXECUTIVE SUMMARY

Market continues to expand at a robust pace

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Rates of growth in value sales, transactions and outlet numbers slow moderately

Menu innovation, customer experiences and fulfilment are key points of competition

Investment in and engagement with loyalty programmes remain high

### WHAT'S NEXT?

Outlook for consumer foodservice is broadly favourable

Digitalisation and automation set to become more visible across the market

Sustainability concerns will continue to shape company strategies

## COMPETITIVE LANDSCAPE

McDonald's maintains market lead in value sales terms

Rex Concepts is the most dynamic performer overall

AmRest expands Starbucks chain into smaller cities

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Independents continue to dominate consumer foodservice in Poland

Adoption of digital tools is strongest among chains

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cafes-bars-in-poland/report](https://www.euromonitor.com/cafes-bars-in-poland/report).