



Euromonitor
International

Full-Service Restaurants in Ukraine

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Resilient adaptation and consumer-focused strategies sustain full-service restaurants

INDUSTRY PERFORMANCE

Operational adaptation and local flavours sustain growth for full-service restaurants
Middle Eastern full-service restaurants record growth through innovation and consumer demand
Consumer pragmatism reshapes full-service restaurant demand in Ukraine

WHAT'S NEXT?

Full-service restaurants in Ukraine are poised for gradual recovery during cautious consumer optimism
Fulfilment innovation is set to drive competitiveness across the forecast period
Sustainability and local engagement are expected to influence full-service restaurant strategies

COMPETITIVE LANDSCAPE

MKAR!Fest strengthens its leadership through concept-led, immersive dining experiences
Multi-brand delivery strategy drives growth for Kyiv-based restaurant group
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Consumer Foodservice in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Ukraine's consumer foodservice sustains growth through resilience and adaptation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Consumer foodservice sustains value growth despite declining footfall
Delivery and takeaway reinforce their role as structural growth channels
Consumer pragmatism drives value-focused strategies and digital engagement

WHAT'S NEXT?

Consumer foodservice sales in Ukraine are set for sustained growth during market adaptation
Innovation in automation and virtual dining are set to addresses labour challenges

Sustainability is set to gain momentum as a key trend in consumer foodservice

COMPETITIVE LANDSCAPE

Leading brands sustain top positions through scale, innovation, and diversification

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Chained operators show resilience while independents lead full-service restaurants

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