



Street Stalls/Kiosks in the Netherlands

March 2026

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Street Stalls/Kiosks in the Netherlands - Category analysis

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2025 DEVELOPMENTS

Chains decline in 2025 as independents innovate amid retail competition

INDUSTRY PERFORMANCE

Street stalls/kiosks remains a relatively underdeveloped category

Independents develop new menu items to help stand out from the crowd

Increased competition from grocery retailers threatens category growth

WHAT'S NEXT?

Street stalls/kiosks set to face restrictions

New players will offer multiple types of fulfilment to attract interest

NS Group tests innovations and concepts at special Kiosk outlet

COMPETITIVE LANDSCAPE

NS Group remains the leading player in chained street stalls/kiosks, but loses share in 2025

NS Group promotes sustainability and healthy choices to attract interest

Independents remain dominant for sales

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DISCLAIMER

Consumer Foodservice in the Netherlands - Industry Overview

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Mixed picture for consumer foodservice in 2025

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INDUSTRY PERFORMANCE

Foodservice faces further rise in costs in 2025

Growth of delivery and takeaway under pressure

McDonald's launches new AI feature which creates unique family story

WHAT'S NEXT?

Evolving habits will benefit foodservice in the years ahead

Technology will help reward and attract new and returning customers

Technology will help to streamline operations and make it more sustainable

COMPETITIVE LANDSCAPE

McDonald's leads in a competitive field

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