



Limited-Service Restaurants in Belgium

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Limited-Service Restaurants in Belgium - Category analysis

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2025 DEVELOPMENTS

Convenience, digitalisation, and affordability are key drivers of demand

INDUSTRY PERFORMANCE

Limited-service restaurants gain ground amid busy lifestyles and price sensitivity

Chicken LSRs lead growth

Online delivery continues rapid growth

WHAT'S NEXT?

Lifestyle trends and ongoing consumer price sensitivity will drive growth

LSR fulfilment will continue to evolve

Personalised and plant-based recipes to gain prominence

COMPETITIVE LANDSCAPE

McDonald's remains leading player

Burger King leads growth through store expansion

Independents lose share

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Consumer Foodservice in Belgium - Industry Overview

EXECUTIVE SUMMARY

Rising prices and digital convenience impact Belgium's foodservice industry

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INDUSTRY PERFORMANCE

Consumer foodservice shows modest value growth amid decline in transactions

Online delivery gains momentum

Leading operators seek to strengthen customer loyalty

WHAT'S NEXT?

Sluggish performance amid ongoing consumer caution

Innovation will continue apace

Advancement of sustainability initiatives, ahead of EU packaging regulations

COMPETITIVE LANDSCAPE

McDonald's leads Belgian consumer foodservice as limited-service chains expand through scale

Burger King leads growth

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