

Limited-Service Restaurants in Denmark

February 2024

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Limited-Service Restaurants in Denmark - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The end of the pandemic sees some consumers shifting to other options High inflation and labour shortages remain a challenge McDonald's remains the outstanding leader as other players reassess their strategies

PROSPECTS AND OPPORTUNITIES

Burger limited-service restaurants likely to drive growth as consumer confidence returns Sustainability on the menu as Burger King opens plant-based outlet Artificial intelligence expected to open up new opportunities for players

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