



Euromonitor
International

Limited-Service Restaurants in Israel

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Limited-Service Restaurants in Israel - Category analysis

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2025 DEVELOPMENTS

Limited-service restaurants show sales rise

INDUSTRY PERFORMANCE

Closure of major chained limited service restaurant leads to sales decline

Consumer demand for pizza limited-chain restaurants shows resilience

Indulgent and comfort food options gain popularity in limited-service restaurants

WHAT'S NEXT?

Limited service restaurants will continue to grow as pizza and burger outlets prove resilient

Evolution of digital ordering supports category sales

Plant based menu and sustainable sourcing to drive sustainability initiatives

COMPETITIVE LANDSCAPE

Pizza Hut remains leader in pizza limited-service category with extensive network of branches

Pizza Story is capitalising on delivery service growth and comfort food trend

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Consumer Foodservice in Israel - Industry Overview

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Sales hit by uncertainty and decline in tourism

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Economic and political uncertainty leads to sales decline

Rise in delivery services aids to overcome operational challenges

Digital transformation boosts customer retention

WHAT'S NEXT?

Future of consumer foodservice remains uncertain as war continues

Innovation is driving customer engagement

Farm-to-table movement is contributing to sustainability initiatives

COMPETITIVE LANDSCAPE

McDonald's Israel maintains its leadership through extensive branch network

Pizza Story witnessed consistent growth due to adapting fulfilment strategy

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