



Euromonitor
International

Consumer Foodservice By Location in the Netherlands

March 2026

KEY DATA FINDINGS

2025 DEVELOPMENTS

Travel and leisure-driven foodservice fuels growth in the Netherlands

INDUSTRY PERFORMANCE

Foodservice through travel outpaces lodging, boosted by tourism recovery and social media influence

Consumers look for special food experiences during travel and leisure time

On-the-go consumption offers different locations new opportunities

WHAT'S NEXT?

Operators of travel-related locations will invest in new locations for foodservice outlets

Standalone consumer foodservice will likely see average growth

VAT increase in 2026 could limit the growth of lodging, leisure and travel locations

Ageing population more likely to spend money on travel and leisure

COMPETITIVE LANDSCAPE

McDonald's remains one of the leaders in non-standalone

Domino's Pizza and New York Pizza are significant players in standalone locations

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DISCLAIMER

Consumer Foodservice in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Mixed picture for consumer foodservice in 2025

KEY DATA FINDINGS

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

Domestic player Wakuli enjoys growth

Aggressive expansion of outlets for Johnny's Burger Co

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Chains outperform independents in 2025

Convenience set to drive transformation and growth in Dutch foodservice

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