



**Euromonitor
International**

Consumer Foodservice in Finland

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Consumer Foodservice in Finland

EXECUTIVE SUMMARY

Weak economic conditions constrain consumer foodservice growth

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INDUSTRY PERFORMANCE

Weak economic environment constrains consumer foodservice growth

Eat-in remains the dominant fulfilment type

Loyalty programmes remain a key engagement tool

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Economic outlook will strongly influence industry performance

Digitalisation and technological innovation reshape the industry

Sustainability remains important despite reduced public attention

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McDonald's remains the leading company in consumer foodservice

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WHAT'S NEXT?

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WHAT'S NEXT?

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INDUSTRY PERFORMANCE

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Independent operators perform slightly better amid varied market conditions

Lunch benefits and buffet formats reinforce value-for-money positioning

WHAT'S NEXT?

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Independent operators show slightly more resilience

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INDUSTRY PERFORMANCE

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Standalone outlets see only marginal growth

Shopping and foodservice continue to overlap in many locations

WHAT'S NEXT?

Travel locations expected to remain the most dynamic

Standalone locations expected to grow broadly in line with the industry

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