



**Euromonitor
International**

Consumer Foodservice By Location in Hungary

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Retail locations benefit from delivery platforms and food courts

INDUSTRY PERFORMANCE

Retail best performing location for non-standalone

Positive increase in value sales for standalone

Delivery online ordering continues to gain value share

WHAT'S NEXT?

Retail registers highest value growth, though potential also for standalone

Players need to be adaptable

Changing demographics influence choice of location

COMPETITIVE LANDSCAPE

Large international chains favour retail

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DISCLAIMER

[Consumer Foodservice in Hungary - Industry Overview](#)

EXECUTIVE SUMMARY

Continuing resilience in challenging environment

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Value sales increase, though profit margins remain under pressure

Delivery online ordering now crucial revenue stream

Experience and loyalty programmes increasingly important

WHAT'S NEXT?

Outlook uncertain

Space for innovation, though traditional still dominates

Increasing focus on sustainability

COMPETITIVE LANDSCAPE

McDonald's continues to lead

Local chain Simon's Burger gains value share

Continuing dynamism

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