



Euromonitor
International

Limited-Service Restaurants in Hungary

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Global chains dominate

INDUSTRY PERFORMANCE

Sluggish economy supports limited-service restaurants

Burger limited-service restaurants perform strongly

Takeaway and online ordering and delivery continue to register growth

WHAT'S NEXT?

Continuing healthy value growth over forecast period

Stronger emphasis on eat-in

Increasing emphasis on quality

COMPETITIVE LANDSCAPE

McDonald's holds on to strong lead

Local chain Simon's Burger gains most value share

Chains account for significantly higher value share

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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

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