



Euromonitor
International

Limited-Service Restaurants in Poland

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2025 DEVELOPMENTS

Growth in current value sales, transactions and outlet numbers remains robust

INDUSTRY PERFORMANCE

Chains continue outperform independents

Middle Eastern limited-service restaurants posts highest current value growth

Faster order fulfillment remains a key battleground

WHAT'S NEXT?

Outlook for limited-service restaurants is bright

Digitalisation trend will continue to gain momentum

Sustainability credentials set to become a more important point of competition

COMPETITIVE LANDSCAPE

McDonald's Polska retains commanding overall lead in value sales terms

Rex Concepts PLK is the most dynamic performer

Differentiation strategies help independents weather challenging trading conditions

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Consumer Foodservice in Poland - Industry Overview

EXECUTIVE SUMMARY

Market continues to expand at a robust pace

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INDUSTRY PERFORMANCE

Rates of growth in value sales, transactions and outlet numbers slow moderately

Menu innovation, customer experiences and fulfilment are key points of competition

Investment in and engagement with loyalty programmes remain high

WHAT'S NEXT?

Outlook for consumer foodservice is broadly favourable

Digitalisation and automation set to become more visible across the market

Sustainability concerns will continue to shape company strategies

COMPETITIVE LANDSCAPE

McDonald's maintains market lead in value sales terms

Rex Concepts is the most dynamic performer overall

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