

## **Limited-Service Restaurants in Romania**

Market Direction | 2024-02-15 | 34 pages | Euromonitor

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### **Report description:**

The positive performance of limited-service restaurants in 2023 was aided by the lifting of COVID-19 restrictions in March 2022, allowing limited-service restaurants to appeal through the convenience they provide. In addition, the high cost of living and the loss of purchasing power drove a solid performance, providing cheaper menus than full-service players. The active competitive landscape further drove sales, with international chains such as McDonald's, KFC, Burger King, Taco Bell and Subway...

Euromonitor International's Limited-Service Restaurants in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Chained Limited-Service Restaurants, Independent Limited-Service Restaurants, Limited-Service Restaurants by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Limited-Service Restaurants market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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February 2024

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Local players offer Shawarma kebabs to drive sales on the landscape

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