



Euromonitor
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Limited-Service Restaurants in France

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Limited-Service Restaurants in France - Category analysis

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2024 DEVELOPMENTS

Dynamism propelled by accessible prices and investment in marketing
McDonald's expands despite struggles, while Burger King intensifies competition
Focus on cut-price menus and value-for-money offers

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/limited-service-restaurants-in-france/report.