



# Limited-Service Restaurants in Romania

February 2024

Table of Contents

## Limited-Service Restaurants in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Convenience and cost-savings boost value sales for limited-service players  
McDonald's and Burger King offer new technology, loyalty programs and expansion plans  
Local players offer Shawarma kebabs to drive sales on the landscape

#### PROSPECTS AND OPPORTUNITIES

Affordable price points allow players to remain attractive during rising inflation  
The expansion of shopping malls across the nation aids growth for players  
Ongoing innovations allows McDonald's to retain its top spot

#### CATEGORY DATA

Table 1 - Limited-Service Restaurants by Category: Units/Outlets 2018-2023  
Table 2 - Sales in Limited-Service Restaurants by Category: Number of Transactions 2018-2023  
Table 3 - Sales in Limited-Service Restaurants by Category: Foodservice Value 2018-2023  
Table 4 - Limited-Service Restaurants by Category: % Units/Outlets Growth 2018-2023  
Table 5 - Sales in Limited-Service Restaurants by Category: % Transaction Growth 2018-2023  
Table 6 - Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2018-2023  
Table 7 - GBO Company Shares in Chained Limited-Service Restaurants: % Foodservice Value 2019-2023  
Table 8 - GBN Brand Shares in Chained Limited-Service Restaurants: % Foodservice Value 2020-2023  
Table 9 - Forecast Limited-Service Restaurants by Category: Units/Outlets 2023-2028  
Table 10 - Forecast Sales in Limited-Service Restaurants by Category: Number of Transactions 2023-2028  
Table 11 - Forecast Sales in Limited-Service Restaurants by Category: Foodservice Value 2023-2028  
Table 12 - Forecast Limited-Service Restaurants by Category: % Units/Outlets Growth 2023-2028  
Table 13 - Forecast Sales in Limited-Service Restaurants by Category: % Transaction Growth 2023-2028  
Table 14 - Forecast Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2023-2028

## Consumer Foodservice in Romania - Industry Overview

### EXECUTIVE SUMMARY

Consumer foodservice in 2023: The big picture  
2023 key trends  
Competitive landscape  
Independent foodservice developments  
What next for consumer foodservice?

### MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2018-2023  
Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023  
Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023  
Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023  
Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023  
Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023  
Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023  
Table 22 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2018-2023  
Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023  
Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023  
Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023  
Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028  
Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/limited-service-restaurants-in-romania/report](http://www.euromonitor.com/limited-service-restaurants-in-romania/report).