



Euromonitor  
International

# Limited-Service Restaurants in Romania

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Limited-service restaurants offer convenience and lower prices  
McDonald’s and KFC lead, with an extensive presence in major cities across the country  
Popularity of takeaways with increasingly busy lifestyles

PROSPECTS AND OPPORTUNITIES

Limited-service restaurants will remain attractive due to their affordable prices  
Ongoing innovation allows McDonald’s to retain its top spot  
Performance of limited-service restaurants will continue to be driven by chains

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Consumer Foodservice in Romania - Industry Overview

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