

Limited-Service Restaurants in Ukraine

April 2025

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Limited-Service Restaurants in Ukraine - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

McDonald's shows commitment to the market with new outlet openings Players adapt to the needs and demands of locals Price and convenience remain key concerns for Ukrainians

PROSPECTS AND OPPORTUNITIES

Chicken and burgers likely to remain top choices Players likely to focus on delivery and takeaway services to drive growth Players expected to focus on giving back

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DISCLAIMER

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