



# Street Stalls/Kiosks in Poland

February 2024

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## Street Stalls/Kiosks in Poland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Menu diversification and improvements in quality standards help to buoy trade

Franchise model gains popularity among brand owners and entrepreneurs

Outlets specialising in ice cream perform strongly

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Affordability and convenience factors will continue to underpin category growth

Investment in franchise operations expected to rise

Independents will face greater challenges but retain flexibility advantage

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