



Euromonitor
International

Limited-Service Restaurants in Romania

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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

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The expansion of shopping malls across the nation aids growth for players
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