



Limited-Service Restaurants in Ukraine

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Limited-service restaurants bounce back in 2023 as Ukrainians show resilience

McDonald's benefits from the reopening of some of its outlets

Proximity a key factor as consumers look to shop closer to home

PROSPECTS AND OPPORTUNITIES

Burgers set to retain their popularity with new players and new menu options likely to reinvigorate the category

Plant-based offerings set to proliferate

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