



# 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

Delivery services likely to continue playing a prominent role in the future of limited-service restaurants

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