

ANALYSIS OF THE VALUE OF MARKET SERVICES OFFERED BY RESTAURANTS TO THE POPULATION

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RESEARCH ARTICLE

Abstract

Market services in the field of public catering represent an essential segment of the economy, contributing to the satisfaction of the population's consumption needs and local economic development. Statistically, the activity of restaurants is evaluated through a series of indicators that reflect the economic value of the services provided, the dynamics of the volume of activity and the efficiency of the use of resources. For the analysis of economic activity, service indices and turnover volume indices are used, which express the evolution over time of economic results. The paper includes the analysis of specific indicators for this field for the period 2021-2025.

Keywords: services, social development, volume, indices, trends

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INTRODUCTION

People's needs are numerous and they are amplified and diversified with the increase in the degree of complexity of society. Consequently, the services provided to the population today are also diverse, non-homogeneous and materialize in particularly varied activities, with different effects (Criveanu I., 2005). Combining the economic and social effects of the final service activities for the population results in the improvement of the living conditions, the increase of the quality of life and the development of the personality of each person (Ionașcu V., Pavel C., 2017). The final services for the population characterize the level of development of a society, express the degree of satisfaction of the needs of the natural persons in that society. These services for the population cover general human needs or those arising from living together in social communities, starting with services that ensure the basic conditions of existence and ending with services that cover higher consumption needs (Ioncica M., 2006).

At present, the services provided to the population in the hotel-restaurant segment tend to occupy an increasingly important place in the total services provided by the population.

MATERIAL AND METHOD

In correlation with the aspects presented above, the objectives of the paper refer to: determining the value of the services provided to the population by restaurants, calculating

and interpreting the turnover volume indices, formulating conclusions regarding the evolution of the activity and market trends (Rus M., 2015, Petcu N., 2000). From the multitude of indicators that characterize the sector, we considered it necessary to analyze:

The value of the services provided by restaurants for the population (V_t) with reference to the total income obtained from the activity of serving the population in a period of time (month, quarter, year) (Tarnita D., 2004).

$$V_t = \sum_{i=1}^n p_i \times q_i$$

where: p_i = the average price of the service, q_i = the volume of services (number of customers, portions, menus, etc.). We made annual comparisons p_i and q_i .

Turnover Volume Index (CAI) Turnover (CA) expresses the total value of sales of goods and services. (Tarnita D., 2004).

$$I_{CA} = \frac{CA_1}{CA_0} \times 100$$

where: CA_1 = turnover in the current period, CA_0 = turnover in the previous period.

The index above 100 shows the expansion of economic activity; The index below 100 signifies a decrease in turnover.

Value indices of turnover in restaurants - measures the evolution of sales, usually using the Laspeyres index formula (standard method for calculating the variation in prices and

volumes); are calculated as non-deflated weighted indices (according to European

provisions - EU Regulation 2152/2019 and EU Delegated Regulation 1197/2020. (Rus M., INS).

RESULTS AND DISCUSSIONS

The data presented highlights a positive evolution of the services sector in the period 2021–2023. The total branches of the services sector increased from 35,290.8 in 2021 to 54,409.1 in 2023, which represents an increase

of 19,118.3 million lei. This significant growth suggests a sustained development of services activities, possibly as a result of the economic recovery, the diversification of supply and the increase in demand from the population.

Table 1

Value of services provided by restaurants for the population (million lei)			
	2021	2022	2023
Total branches of the services sector	35290,8	49905	54409,1
Restaurants	18394,7	25585,3	27717,3

Source: INS- tempoonline database

The restaurant industry has also seen an upward trend. The total value increased from 18,394.7 in 2021 to 27,717.3 in 2023, marking an increase of 9,322.6 million lei. This evolution can be explained by the return of consumption in the post-pandemic context, the expansion of capacities, investments in the modernization of public catering units, the change in consumer

behavior, with a higher interest in HoReCa services.

Analyzing the indices of the volume of turnover in market services for the population by restaurants, we observe an oscillating, but overall positive evolution, both at the level of all branches of the service sector and in the case of restaurants.

Table 2.

Indices of the volume of turnover in market services for the population by restaurants - % (base year 2021)										
	January 2021	July 2021	January 2022	July 2022	January 2023	July 2023	January 2024	July 2024	January 2025	July 2025
TOTAL Branches of the services sector	68,8	133,1	97,3	161,3	121,1	164,3	123,8	157,5	123,5	160,3
Restaurants	69,2	128,6	96,6	149,5	118	150,6	112,7	145,2	107,1	136,6

Source: INS- tempoonline database

On the total branches of the services sector, it is found that: in January 2021, the level is only 68.8%, signifying a much reduced activity. Throughout 2021, the sector is recovering rapidly, reaching 133.1% in July. In 2022 and 2023, an upward trend is observed, with high values in the summer months, which confirms the seasonality specific to services. In 2024–2025, the values stabilize in the range of 157–160%, indicating a consolidation of growth.

As for restaurants, the evolution is close to that of the total sector, but with slightly lower values, which shows a slower recovery. Statistical data start at 69.2% in January 2021, rising to 128.6% in July 2021. In the following years, the growth continues, with maximum values of 150–151% in July 2022–2023. In 2024–2025 restaurants register a slight decrease compared to the peak in 2023, reaching 145.2% in July 2024 and 136.6% in July 2025, suggesting a moderation in the growth of the HoReCa sector.

Table 3.

Indices of the volume of turnover in market services for households, series adjusted for the number of working days and seasonality - base year 2021 (%)

	Jan. 2021	Jul. 2021	Jan. 2022	July 2022	Jan. 2023	Jul. 2023	Jan.2024	Jul. 2024	Jan. 2025	Jul. 2025
TOTAL Branches of the service sector	84,1	108,6	113,7	136,4	137,8	139,2	140,3	135	137,5	135,2
Restaurants	82,6	111,7	110,2	132,5	130,7	133,6	125,7	127,8	123,1	120,5

Source: INS- tempoonline database

The analysis of the turnover volume indices, adjusted for the number of working days and seasonality, provides a true picture of the real evolution of economic activity in the services sector for the population. The 2021 base year data (100%) allow the assessment of short- and medium-term trends, eliminating cyclical fluctuations specific to each season.

In 2021, the sector starts from a sub-unit level (84.1%), as a result of the economic disruptions generated by the Covid 19 maturation of growth and the consolidation of demand for services. The 2025 values remain close to previous levels, confirming the maintenance of solid and predictable economic activity in the sector.

In the case of restaurants, the dynamics are similar, but with a slightly more moderate growth rate than the general trend. In 2021, the branch starts at 82.6%, indicating a slower recovery in HoReCa compared to other service segments. However, by July 2021, the index reached 111.7%, exceeding the reference level.

Pandemic, but reaches the threshold of 108.6% in July 2021, signaling an accelerated recovery process.

Over the course of 2022, growth becomes more pronounced, with indices rising to 113.7% in January and 136.4% in July, reflecting an increase in services activities in the context of economic normalization. In 2023 and 2024, a stabilization at high values is observed, in the range of 135–140%, suggesting the

In 2022 and 2023, restaurants recorded constant growth, between 110% and 133%, with the revival of the population's consumption and the increase in social mobility. However, unlike total services, the period 2024–2025 indicates a slight deceleration in activity: values gradually drop to 120%, which may reflect either an adjustment in demand or an intensification of competition and an increase in operating costs (raw materials, energy, wages).

Table 4.

Value indices of turnover in market services for households, gross series (%) - base year 2021

TOTAL branches of the services sector	January 2021	July 2021	January 2022	July 2022	January 2023	July 2023	January 2024	July 2024	January 2025	July 2025
	68,3	129,3	101,8	167,6	140,6	193,8	159,7	201,1	165,7	215,4
Restaurants	67,5	128,6	100,8	165,8	141,6	193,8	153,9	206,3	158,1	210,6

Source: INS- tempoonline database

The gross series reflects the effective, unadjusted evolution of the turnover in market services for the population, directly influenced by seasonality, the number of working days and the particularities of each moment of the year. The values with the base year 2021 allow the natural pace of growth or decrease of economic activity to be tracked.

For all branches of the services sector, the data show an evolution characterized by strong seasonal oscillations, but in a general upward trend throughout the analyzed period. In January 2021, the index stood at 68.3%, still reflecting the effects of the pandemic context on service activity. In July 2021, the sector recorded a substantial growth, reaching 129.3%, due to the resumption of economic activities and the specifics of the summer season. In 2022, the evolution becomes even more pronounced, from 101.8% in January to 167.6% in July, which confirms the recovery of demand and the intensification of consumption. In 2023, very high values are reached, with a peak of 193.8% in July – the highest level in the entire interval up to that point. In 2024–2025,

the upward trend continues: values exceed the 200% threshold in the summer months (201.1% in 2024 and 215.4% in 2025), suggesting an accelerated expansion of the sector. In conclusion, we can observe a rapid and sustained growth of services, amplified by the specific seasonality, with significant maximums in July of each year.

The evolution of the restaurant indices follows a trend similar to that of the sector as a whole, which confirms the importance of the HoReCa branch in the dynamics of services provided to the population. In January 2021, restaurants started at 67.5%, a level almost identical to the total sector. In July 2021, they reached 128.6%, demonstrating the reopening and rapid growth of activity. In 2022, the values increase considerably, from 100.8% in January to 165.8% in July. The year 2023 marks a particularly strong evolution, culminating with 193.8% in the summer month – the same level as total services. In 2024, restaurants even surpass the total sector in July (206.3%), which indicates a very high demand for HoReCa services. In 2025, the trend continues, reaching

a peak of 210.6% in July, confirming the consolidation of the restaurant market.

Restaurants have therefore had an evolution almost parallel to that of the total sector, sometimes surpassing it in the summer season, which suggests a very high demand for public catering services in the peak months.

CONCLUSIONS

The market services provided by restaurants have a growing economic value, generating high revenues and contributing to the local economy. Thus, restaurants have an evolution almost parallel to the total service sector, and in certain periods they exceed the general dynamics, underlining the importance of HoReCa in the market service economy.

The indices of services and turnover volume show an upward trend of the public catering activity. The positive evolution is due to the increase in the number of customers, the diversification of the offer and the adaptation of prices to market demand.

The statistical analysis confirms that restaurants have a significant role in meeting the needs of the population and in boosting the local service market.

The adjusted values confirm that the positive developments are not only caused by seasonality, but reflect real economic growth,

based on increased demand, diversification of supply and a full return to economic normality.

However, although they are constantly increasing compared to the base year, in 2024–2025 there was a slight moderation, possibly due to market saturation, rising prices and reduced consumption, changing population preferences.

As proposals for the development of the sector, we mention: continuous monitoring of the value of services through statistical analysis, correlation of the evolution of turnover with the consumption trends of the population, use of specific indicators in substantiating managerial decisions (pricing policies, investments, personnel).

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