



Street Stalls/Kiosks in France

March 2026

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Street Stalls/Kiosks in France - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Street stalls/kiosks builds on events and office footfall in 2025, but tighter rules raise the bar for operators

INDUSTRY PERFORMANCE

Value sales rise on events recovery and continued office return

Festival-led pitches deliver the strongest uplift

Low entry barriers keep supply expanding, but attrition remains high

WHAT'S NEXT?

Slowed growth forecast thanks to tougher economics and tighter rules

New formats set to reshape fulfilment beyond classic trucks

Sustainability and ethnic cuisines will drive concept renewal

COMPETITIVE LANDSCAPE

Relay keeps leadership via transport hubs and convenience missions

Le Kiosque à Pizza grows with an unusual operator model

Bakery-focused chains expand faster and defend operational stability

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Consumer Foodservice in France - Industry Overview

EXECUTIVE SUMMARY

Pricing pressure reshapes the offer, while delivery-led models regain momentum

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability shapes menus and operating models

Tourism supports value growth, but consumers remain hesitant

Delivery and to-go rise while value remains the constraint

WHAT'S NEXT?

Confidence remains fragile, keeping anticipated growth below average

Limited-service restaurants and street stalls/kiosks as best-positioned

Hybridisation, digitisation and dark kitchens to deepen competition

Sustainability and corporate social responsibility become both constraint and opportunity

COMPETITIVE LANDSCAPE

McDonald's stays number one, while Burger King raises marketing intensity

Value-led challengers scale rapidly in fried chicken and French tacos

Multi-brand groups expand, while grill specialists refresh concepts

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Independent outlets face cost pressure, while chains recover faster

Independent limited-service restaurants remains the exception

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