



Euromonitor
International

Full-Service Restaurants in Austria

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Full-service restaurants come under pressure

INDUSTRY PERFORMANCE

Rising costs weigh on full-service restaurants
North American full-service restaurants show strong performance
Full-service restaurants continue to expand delivery offerings

WHAT'S NEXT?

Challenging outlook for full-service restaurants
Delivery will play small, yet growing role for full-service operators
Technological advancements should save costs in the long term

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Full-service restaurants remains highly fragmented

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Consumer Foodservice in Austria - Industry Overview

EXECUTIVE SUMMARY

Consumer foodservice remains resilient despite inflationary pressures

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Environment remains challenging for both consumers and operators
Third-party ordering platforms play central role
Enhanced retail foodservice offerings place pressure on traditional restaurants

WHAT'S NEXT?

Austrian foodservice faces slow growth
Operators will seek to cut costs through automation and focus on easy-to-prepare offerings

Sustainability to drive change across the industry

COMPETITIVE LANDSCAPE

McDonald's leads Austrian consumer foodservice

WGX Noodle-King leads growth with affordable Asian street-style offerings

Challenging operating environment leads to numerous closures

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