



Euromonitor
International

Consumer Foodservice By Location in Austria

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Retail and standalone locations drive growth

INDUSTRY PERFORMANCE

Retail sees increased foodservice investment to boost footfall

Standalone outlets show resilience

Eat-in focus limits growth for retail, leisure and travel foodservice

WHAT'S NEXT?

Retail locations will lead non-standalone growth

Standalone locations will remain largest category

Travel locations could benefit from rising passenger numbers and infrastructure expansion

COMPETITIVE LANDSCAPE

Retailer-linked operators dominate non-standalone locations

McDonald's strengthens presence in standalone locations

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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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Chained consumer foodservice operators face ongoing pressure

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