



Euromonitor
International

Full-Service Restaurants in Germany

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Full-Service Restaurants in Germany - Category analysis

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2025 DEVELOPMENTS

Stagnant performance reflects a challenging environment

INDUSTRY PERFORMANCE

Flat performance as high prices suppress demand

Asian full-service restaurants remain popular

More demanding customers proves a challenge

WHAT'S NEXT?

Full-service restaurants will remain under pressure

Food delivery platforms are predicted to gain traction in consumer foodservice

Digitalisation to enhance operations management

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DISCLAIMER

Consumer Foodservice in Germany - Industry Overview

EXECUTIVE SUMMARY

Weak performance for consumer foodservice

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A challenging period for consumer foodservice

Takeaway and online deliveries gain traction although dining-in is favoured by consumers

Digitalisation enables operators to offer promotions and build loyalty

WHAT'S NEXT?

Lower VAT on eat-in provides some grounds for optimism

Experiences, drink innovations and diverse cuisine is used to entice consumers

Price carries heavier weight over sustainability

COMPETITIVE LANDSCAPE

McDonald's Deutschland Inc holds a strong lead

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