



Euromonitor
International

Self-Service Cafeterias in Germany

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Self-Service Cafeterias in Germany - Category analysis

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2025 DEVELOPMENTS

Self-service cafeterias face declining sales

INDUSTRY PERFORMANCE

Lacklustre performance as self-service cafeterias lose further ground

Evolving to meet changing preferences with plant-based and health-oriented meals

Consumers seek a balance between price, quality, and experience

WHAT'S NEXT?

Gloomy outlook for self-service cafeterias

Players need to deliver value-driven experiences

Sustainable and digitalisation must be embraced

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Tank & Rast leads in outlets number

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DISCLAIMER

Consumer Foodservice in Germany - Industry Overview

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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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