



Street Stalls/Kiosks in Germany

March 2026

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Street Stalls/Kiosks in Germany - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Street stalls/kiosks draw in consumers seeking low-cost meals

INDUSTRY PERFORMANCE

Affordability and convenience underpins growth in street stalls and kiosks

Ready to eat hot meals and snack boxes gained popularity

Nutritional transparency and sustainable credentials can give players an advantage

WHAT'S NEXT?

Growing proportion of food sales via street stalls/kiosks

Digitalisation and sustainable trends to shape category development

COMPETITIVE LANDSCAPE

Autobahn Tank & Rast takes lead in highly fragmented category

Wurstteufel stands out as the most dynamic player

Small-scale, locally operated stalls continue to thrive

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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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