Euromonitor International

Consumer Foodservice By Location in Germany

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Consumer Foodservice By Location in Germany - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Mixed performance depending on the location

INDUSTRY PERFORMANCE

Retail locations continue to prove popular

Standalone locations face cost and labour challenges

Economic pressures weigh on consumer foodservice through leisure

WHAT'S NEXT?

Expansion of retail locations to support foodservice sales

Pressure on consumer foodservice through standalone outlets

Consumer foodservice has opportunity to address demographic shifts

COMPETITIVE LANDSCAPE

Global limited-service restaurants and café brands lead overall

Standalone foodservice locations take largest share

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Consumer Foodservice in Germany - Industry Overview

EXECUTIVE SUMMARY

Weak performance for consumer foodservice

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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
Regional and local concepts gain traction
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