



Euromonitor
International

Limited-Service Restaurants in Germany

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Limited-Service Restaurants in Germany - Category analysis

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2025 DEVELOPMENTS

Solid performance in a fast-moving category

INDUSTRY PERFORMANCE

Limited-service restaurants demonstrate resilience

Diverse food options boost limited-service appeal

Conservative purchasing behaviour dampens demand

WHAT'S NEXT?

Players with eat-in offerings stand to benefit from lower VAT

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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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