

Full-Service Restaurants in France

February 2023

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Full-Service Restaurants in France - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong signs of recovery, but still some way to go

Decline in meat consumption has impact on outlet performance

Buffalo Grill maintains its lead in fragmented landscape, while key players look to increase footfall by renovating their outlets

PROSPECTS AND OPPORTUNITIES

Full-service restaurants to face further challenges going forward, particularly independents

Return to pre-pandemic socialising patterns, as well as changing meal habits, will present opportunities for growth, as will continued growth in HDTA services

Ghost kitchens offer both possibilities and potential pitfalls

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