



Euromonitor
International

Consumer Foodservice in Germany

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Consumer Foodservice in Germany

EXECUTIVE SUMMARY

Weak performance for consumer foodservice

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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

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Experiences, drink innovations and diverse cuisine is used to entice consumers

Price carries heavier weight over sustainability

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McDonald's Deutschland Inc holds a strong lead

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INDUSTRY PERFORMANCE

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Asian full-service restaurants remain popular

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

Gloomy outlook for self-service cafeterias

Players need to deliver value-driven experiences

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INDUSTRY PERFORMANCE

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INDUSTRY PERFORMANCE

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