

## **France Foodservice Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 80 pages | Mordor Intelligence

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### **Report description:**

The France foodservice market is projected to grow at a CAGR of 2.0% during the forecast period (2022-2027).

The market has witnessed certain constraints due to COVID-19 pandemic. In accordance with government guidelines, most of the shops were closed due to shutdown in the country, which in turn affected the industry. The travel and tourism, which acts as a major driver of the market declined severely due to COVID-19 pandemic, resulting in a decline of the foodservice industry. According to the World Travel & Tourism Council, the total contribution of travel and tourism to the Gross Domestic Product (GDP) of France declined to around 48% in 2020. However, people started ordering food at home, which maintained the growth of France foodservice market.

A large proportion of the urban population is time-pressed, and with these consumers seeking convenient food options, there is significant demand for Quick Service Restaurants and Fast Food. Social networking is playing a pivotal role in bringing consumers and restaurant operators closer with a number of platforms offering consumers to share their views and experiences online, thus bridging the gap between consumers and Foodservice operators.

The bars/pubs segment is also gaining popularity, due to the rising disposable income of the region. Improvement in economic conditions has favored the acceptance of bars/pubs. Increasing consumer preference for various cuisines is attracting food & beverage supply chains, including domestic and international players. Progress of the tourism industry has been a key factor, which has led to the rise in the demand for wine, seafood, beef, and cheese, which are primary ingredients for several international cuisines.

France Foodservice Market Trends

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## Rise in the Tourism Escalating Foodservice Market

France is witnessing substantial growth in travel and tourism over time. The rise in tourism has proven to be profitable to the international foodservice brands present in the country. The demand for different cuisines is heightened due to the inflow of tourists from different geographies. The search for different cuisine by the tourists have increased the sales of full service and quick service restaurants in the country. According to the United Nations World Tourism Organization (UNWTO), France witnessed the largest number of international tourists in 2019, worldwide. Moreover, even in 2020, when the global economy was hit by Covid-19 pandemic, the country still topped the list of addressing the largest number of international tourists in the year, than the other countries in the world. The travel and tourism industry witnesses steady growth in France, but the pandemic has hit the industry leading to its temporary decline in 2020. Elsewhere, the country is focused towards increasing the inflow of tourists post-covid situation. The increasing number of tourists in France, add up the escalating growth of foodservice market in the nation.

## Rise in Popularity of Quick Service Restaurants

Quick service restaurants (QSR) are the fast food restaurants which differ from full service restaurants in terms of fast service and minimal table service. The menu in these restaurants is also limited, and cater to convenience of customer, providing them with food in less time. Quick service restaurants include food trucks, beverage bars, limited-service eating place, pizza-delivery establishments, and many more. The diversity of food offerings in the food trucks attract food lovers in the country. The population of the country shows major interest in convenience with respect to food, and prefer on-the-go food and fast food. Alongside, the inclination of the population towards pizza leads to the growth of pizza establishments, owing to the significant growth of quick service restaurants. These pizza places also resort to online delivery, catering to the demand and convenience factor of the consumers.

## France Foodservice Market Competitor Analysis

The market is highly competitive because of the presence of different individuals food chains and franchise models. The market is fragmented with many global as well as regional players. The most prominent companies in the country include McDonald's Corporation, Yum! Brands Inc., Buffalo Grill, and Restaurant Brands International Inc. among others. Some of the renowned and luxurious hotel groups in France, including Groupe Bertrand, Groupe Holder, have full-service restaurants with various cuisines. The availability of a variety of cuisine in the country has created scope for various franchise models. The key players in the market are constantly focused towards adding new products to their menu for attracting a huge customer base. Product innovation, along with collaboration are the key strategies adopted by the key players in the market.

## Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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