

# Full-Service Restaurants in France

February 2024

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## Full-Service Restaurants in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Full-service restaurants under pressure to adapt to the changing demands of consumers

With varying performances between sub-categories

Competitive landscape remains fragmented and highly diverse with European full-service restaurants among the big winners

#### PROSPECTS AND OPPORTUNITIES

Once the 2024 Paris Games close players may be forced to reassess their business strategies

Silver linings still in sight for operators

Players may need to come up with new ways to address staffing shortages

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