Press release - March 2026

Parizza Gusto

Snack Show

Smart Lab

More than two decades of growth:

quick service has never been stronger

In partnership with research firm Strateg'eat, Snack Show unveils the findings of the Speak Snacking 2026 study. Snacking continues to grow and is increasingly proving its ability to meet every use case. With innovation, a wider variety of venues and evolving consumer expectations, the sector keeps reinventing itself.

Snack Show, 1-2 April
Paris, Porte de Versailles, Hall 7.2

Snacking key figures: a sector that keeps gaining ground

Data from Circana Foodservice shows that the quick-service market is broadly stable, with **+0.5% revenue growth between 2024 and 2025**, despite a slight decline in the number of meals served (-0.1%).

Snacking, however, continues to expand, driven by a rise in the number of chains, from 494 in 2024 to 527 in 2025. Revenue has therefore **reached €20.6bn,** up from €20.1bn the previous year (bakery + quick-service total).

Average spend is still increasing, reaching **€13.40 for eat-in quick service** (+5% year-on-year) and **€9.52 in bakeries**, up from €7.30 in 2024. This trend is also reflected in weekly out-of-home spending, now averaging €37, and rising to €42 among under-25s, confirming that **snacking is becoming firmly embedded in consumption habits,** including among younger consumers. It is increasingly seen as a practical answer at a time when budgets are tightening.

Despite this increase, consumers still have a clear reference point in mind: they estimate €12.90 as the maximum acceptable price for a lunchtime meal in quick service, down from €14.10 in 2024. A signal that confirms **how closely they watch prices** and the importance of **offering propositions that are both generous and affordable.**

€20,6 bn vs €20,1 bn in 2024 — Snacking revenue

€13,40 vs €9,70 in 2024 — Average spend in quick service

€9,52 vs €7,30 in 2024 — Average spend in bakeries

In terms of behaviour, **eating in is clearly back**, with 63% of French consumers favouring it. **Takeaway remains essential,** however, adopted by one in two. Young consumers in particular favour flexible formats: 75% of under-25s choose takeaway, versus 35% of over-60s.

Snacking is going back to basics: satiety comes first.

In 2026, snacking refocuses on what matters most: offering meals that are both **indulgent and generous**. Consumers are no longer only looking to “eat better”: they want to “eat with a purpose”, and **satiety has become a non-negotiable criterion.** Portion generosity is therefore a key lever: 27% of consumers cite it among the main factors when choosing where to eat.

Hearty dishes such **as pizza** (47%), **burgers** (31%), **kebab** (25%) and sandwiches (25%) remain French consumers’ favourites, largely because they’re seen as the most filling.

Favourite snacks in France 2025

47% Pizza
vs 46% in 2025

31% Burger
vs 31% in 2025

25% Kebab
vs 24% in 2025

Value for money is inseparable from this promise of satiety. While 13% of French consumers choose a venue for its low prices, nearly **40% prioritise the quality of products** and service, well ahead of communication or eco-responsible commitments, both cited by under 7%.

But **satiety doesn’t mean austerity**: pleasure still matters. More than half of consumers never pay attention to how rich dishes are in restaurants, and **27% are willing to go over budget** to treat themselves. Sweet treats remain strategic, with classics still widely preferred such as pain au chocolat (35%) or cookies (21%), rising to 32% among under-35s. **Sweet offerings are becoming a real driver of appeal,** supported by strong visuals, comforting products and generous recipes.

To win over tomorrow’s snackers, brands will need to combine this dual promise: **fill people up and surprise them, while staying accessible.**

Hybrid formats: snacking fits every moment

Snacking is no longer defined only by format, but by **its ability to adapt to every use case. Boundaries between channels are blurring:** bakeries, coffee shops and quick-service chains are adopting shared codes and widening their offer **to cover every consumption moment.** On average, French consumers name **four favourite types of snacking venues**: bakery (61%), pizzeria (60%), fast food (54%), and Asian speciality outlets (41%). This rises to six among 18-24 -year-olds.

« Consumers move between different venues and consumption moments. It is this diversity that is pushing snacking players to hybridise theirs offers. »

explains Béatrice Gravier, Director of Snack Show

Out-of-home breakfast still has room to grow, but **daytime breaks represent real potential.** 41% of French consumers take none, versus 29% among 18-24s. Among those who do, **70% start with a hot drink**. These behaviours show that **hybrid formats**, combining hot drinks and snacking across several moments of the day, have a promising future

Mass retail is also playing a growing role in snacking, through ready-to-eat lunchboxes and convenient snacking options, especially in rural areas. Ready-to-eat meals are particularly popular: rural consumers spend an average of €14.00 for lunch in mass retail, versus €10.00 for other French consumers. This channel shows that snacking can be fast, accessible everywhere, and **perfectly complements traditional formats** to reach all audiences.

Beverages: hot takes the lead, cold reinvents itself

Hot drinks are reclaiming a major place in out-of-home consumption and are becoming a real growth opportunity. 77% of French consumers say they drink coffee or tea outside the home, compared with 61% in 2025, a very sharp increase. Cafés, bars and brasseries remain the preferred venues, regardless of consumer profile.

By contrast, **consumption of cold drinks is declining**: fruit juices, soft drinks, flavoured waters and iced teas are down, and only new functional drinks or plant-based beverages are growing. They respond to an emerging expectation: **offering drinks that "have a purpose"**, natural and aligned with a healthier lifestyle, even though they remain marginal for now (3% to 9% of consumers).

> *« Beverages have always been a strategic category at the show, but today a new generation of more natural drinks is emerging, reflecting consumers' growing search for meaning. Hot drinks are also taking up more spaces, with a barista offer that is becoming more structured.»*
>
> adds Béatrice Gravier

STRATEG'EAT METHODOLOGY

Online consumer survey of at least 1,000 consumers (representative of the French population over the age of 18) on the weekly out-of-home experience of consumers. Twelve to thirteen-minute national representative survey to determine where people eat outside the home in their day-to-day lives, identify the importance of snacking versus other areas and measure the different snacking alternatives in a day outside lunch and dinner.
Survey conducted during the weeks of 2-8 February 2026 and 26 January - 1 February 2026

Snack Show Save the Date

1 - 2 April 2026, Pavilion 7.2, Paris Porte de Versailles

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*Organised by SAFI, a subsidiary of RX France and Ateliers d'Art de France

About Snack Show

Snack Show is the leading trade show for professionals from the snacking sector. Each year, it brings together over 400 exhibitors and 14,500 professionals across three areas: Snacking (food concepts and packaging), Parizza+Gusto (Italian snacking) and Smart Lab (foodtech and equipment).
With around 1000 new products presented each year and more than ten competitions and awards, the show highlights the most innovative concepts, personalities and products in the sector, alongside conference sessions and talks from experts highlighting the latest trends.
The 26th edition of the Snack Show will be held on 1 and 2 April 2026.
www.snackshow.com

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