



Cafés/Bars in Austria

March 2026

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Cafés/Bars in Austria - Category analysis

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2025 DEVELOPMENTS

Cafés/bars struggle amid changing consumer habits

INDUSTRY PERFORMANCE

Cafés/bars register sluggish performance

Juice/smoothie bars lead growth, while specialist coffee and tea shops lose momentum

Third-party delivery platforms help to generate revenues

WHAT'S NEXT?

Decreasing alcohol consumption will limit growth

Delivery offers untapped potential

Vending and automation represent competition for traditional establishments

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McDonald's extends its lead in highly fragmented category

Dunkin' benefits from improving consumer confidence

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[Consumer Foodservice in Austria - Industry Overview](#)

EXECUTIVE SUMMARY

Consumer foodservice remains resilient despite inflationary pressures

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INDUSTRY PERFORMANCE

Environment remains challenging for both consumers and operators

Third-party ordering platforms play central role

Enhanced retail foodservice offerings place pressure on traditional restaurants

WHAT'S NEXT?

Austrian foodservice faces slow growth

Operators will seek to cut costs through automation and focus on easy-to-prepare offerings

Sustainability to drive change across the industry

COMPETITIVE LANDSCAPE

McDonald's leads Austrian consumer foodservice

WGX Noodle-King leads growth with affordable Asian street-style offerings

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