

Press release

## Snack foods are standing strong and taking the offensive in the face of the financial crisis!

The Sandwich & Snack Show - Parizza will be held on 12 and 13 April, and is unveiling the Speak Snacking 2023 survey in partnership with CHD Expert-Datassential, and outlining the market's major challenges in the face of the rising cost of raw materials.

### Snacking still strong despite the crisis

The fast food industry is still booming and once again demonstrating its resilience and dynamic performance in the face of the crisis by finally reporting better results than 2019! With a turnover of €23,400m (+19% vs. 2019) and 51,500 points of sale (+17% vs. 2019), the sector is looking to continue to assert its resilience in 2023.

With the beginning of the year impacted by the increase in raw materials and energy costs, the snacking segment continues to change.

« The sector has once again demonstrated its resilience amidst ensuing crises... the new social crisis we are experiencing is weakening the whole sector. In these volatile and challenging times, the fast-food industry is doing well thanks to its ability to adapt »



**Béatrice Gravier,**  
Director  
Sandwich & Snack Show / Parizza

KEY NUMBERS 2022 - 2023

#### Fast food 1 January 2023

**23,4**  
billion in turnover  
2019  
+19%

**51 500**  
points of sale  
2022  
+4,08%

**11,70€**  
Average purchase value  
+1,74%

#### Fast food 2022

**18,5**  
billion in turnover  
2019  
-6%

**49 600**  
points of sale  
2021  
+1,64%

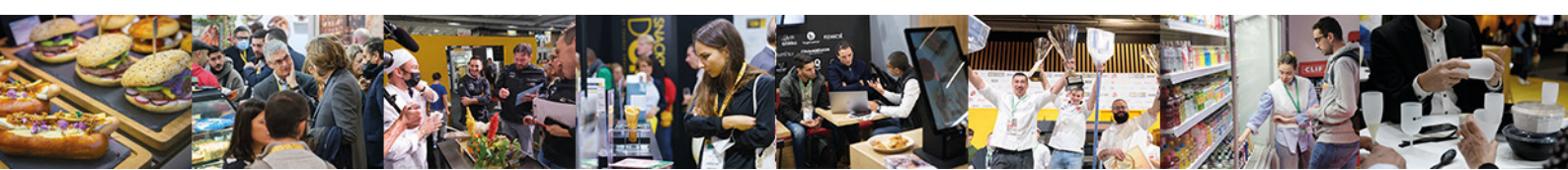
**11,50€**  
Average purchase value  
+7,5%

### Restaurant owners are reinventing themselves to withstand the crisis...

In the current context, some professionals have been forced to increase their prices (34%) and others are planning to do so in the next three months (31%).

55% of restaurant owners who have raised their prices have noticed a change in customer behaviour: a decrease in patronage (49%), mainly in the evening, and in the average purchase value (49%) with a significant decrease in dessert sales, greater focus on prices (36%) and a harder time pushing sales (31%).

In order to preserve the bond of trust with their patrons while continuing to balance their finances as best they can, 38% rely on customer relations to maintain loyalty and 27% have kept the same menu offerings by increasing prices.



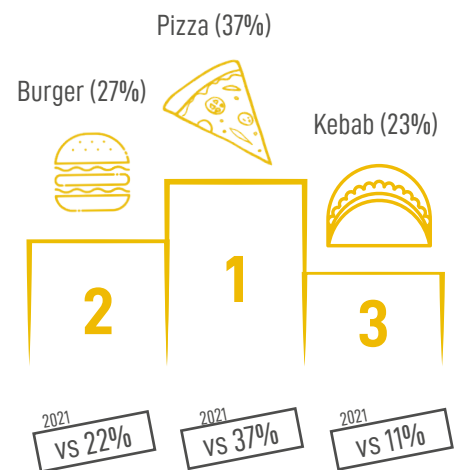
## ... And consumers are changing their habits

On the consumer side, 81% of respondents identified a price increase at places where they buy lunch, with 45% identifying an increase in prices across all products. According to them, on average, prices have increased by 13%.

In view of this situation, they prefer to treat themselves by adapting their consumption! 42% of respondents continue to go to restaurants but less regularly and 25% have chosen to reduce the amount of the bill

Transparency is a priority: these respondents would like professionals to communicate on the price increases or on the reasons why they are increasing (40%) and/or for them to offer more budget-friendly options, in addition to their standard options (37%).

## Top 3 savory snacks that French people prefer to eat outside the home or have delivered



« The strong recovery of the fast food sector has mainly been boosted by the renewed interest of consumers to treat themselves. People in France are returning to restaurants, even if they're ultimately making price/pleasure trade-offs to reduce the final bill... »

**Nicolas Nouchi**  
EMEA Research Director  
CHD Expert-Datassential



## Reuse: reusable tableware is here to stay

With new legislation and the French Agec law, the fast-food industry has had to adapt by using reusable dishes since 1 January! But what about consumers? What do they think about this environmental transition?

57% of respondents, including 60% of women, are aware of this measure to reduce packaging in fast food restaurants. 31% have vaguely heard of it (36% of those 65 and older) and 12% are still not aware of it. The need to reduce packaging is welcomed by consumers who consider it necessary (47%) and justified (37%, including 50% of 18-24 year-olds).

However, its implementation in points of sale remains varied, since 31% of respondents believe that the legislation is followed, while 37% say that it is not yet a systematic practice, and 32% have no opinion.



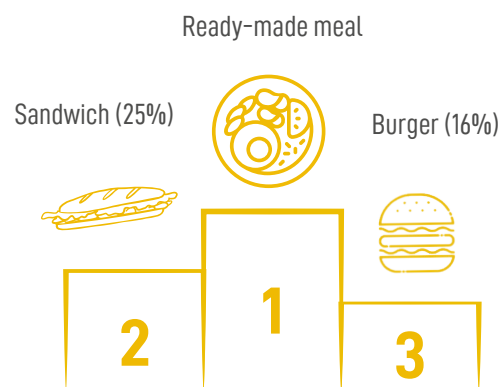


## The advent of plant-based options

French people are ever more concerned about their health and the environment, and are looking for healthier alternatives, even when eating out. **Over 40% of the consumers surveyed have eaten at least one vegetarian meal (lunch or dinner without meat or fish) in the past week.**

This trend is reflected in the emergence of plant-based products in the snack food segment to meet consumer expectations. However 63% of the 18-24 year-olds surveyed feel that there are still not enough plant-based options at the sales outlets they frequent!

## Top 3 "plant-based" meals :



## CHD Expert Method

Online consumer survey of 1,000 consumers (representative of the French population over the age of 18) on the weekly out-of-home experience of consumers. Eight to ten-minute national representative survey to determine where people eat outside the home in their day-to-day lives, highlight the importance of snacking versus other areas and measure the different snacking alternatives in a day outside lunch and dinner. Survey conducted from 6 to 12 February and analysed from 14 to 17 February.

## About RX

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