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French traditional restaurants posted a 9.7% revenue drop in the third quarter

A barometer of 22,500 establishments showed the downturn accelerated from the second quarter, reaching 19.8% in Seine-Saint-Denis

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France’s traditional restaurant sector posted a sharper drop in revenue in the third quarter of 2026, according to a market barometer cited by La Tribune de l’Hôtellerie on Monday, November 23, adding to signs of pressure across the country’s hospitality industry.

The publication, citing a barometer prepared with accountants for the UMIH congress in Dunkirk, said the average revenue of a sample of 22,500 traditional restaurants fell 9.7% from a year earlier in the third quarter of 2026. That marked a deeper decline than in the previous quarter, when average revenue was down 6.5%.

The figures suggest that the downturn in France’s traditional dining market is not easing. Instead, the pace of decline accelerated between the second and third quarters. For restaurant operators, that points to weaker business conditions over the summer period, which is normally an important trading season for many establishments.

The regional data cited by La Tribune de l’Hôtellerie showed even steeper losses in parts of the Paris region. In Île-de-France, average revenue was down 13.4% year over year in the third quarter. In Seine-Saint-Denis, the decline reached 19.8%. Those numbers indicate that the slowdown was not evenly spread across the country and that some local markets were hit much harder than the national average.

Because the barometer covers 22,500 restaurants, it offers a broad snapshot of the traditional restaurant segment rather than a small sample of individual businesses. The article did not present the data as a case study or a single chain’s performance. It described the figures as a market signal for the sector as a whole.

La Tribune de l’Hôtellerie said the results were disclosed during the UMIH congress in Dunkirk. UMIH, one of the main trade bodies for the hotel and restaurant sector in France, is closely watched by operators and investors for signs of changes in demand, revenue and business confidence. By placing the figures in that setting, the report framed the decline as an issue that goes beyond isolated restaurant closures or local disruptions.

The size of the drop matters for the broader hospitality economy because traditional restaurants are a large part of the French cafés, hotels and restaurants market. A sustained fall in revenue can affect staffing, purchasing, investment plans and the financial position of independent operators. La Tribune de l’Hôtellerie described the data as a worrying sign for the wider CHR ecosystem, the French term commonly used for the cafés, hotels and restaurants trade.

The report did not detail the reasons for the decline, and it did not break down how much of the change came from lower customer traffic, smaller average tickets or other factors. It also did not say whether the figures reflected nominal sales only or whether they had been adjusted for inflation. Even so, the quarter-to-quarter deterioration was clear in the headline numbers.

The new reading is especially notable because it follows an already weak prior quarter. A 6.5% year-over-year decline in the second quarter would already point to a difficult market. The move to a 9.7% decline in the third quarter suggests that many operators faced worsening conditions rather than stabilization.

The sharper contraction in Île-de-France is likely to draw particular attention because the region includes Paris and one of the country’s densest concentrations of foodservice businesses. The 19.8% drop reported for Seine-Saint-Denis stands out even more. If confirmed by future releases, it would show that some suburban and urban markets are under much heavier strain than the national figures alone suggest.

For the hospitality trade, the importance of the barometer lies in its timing as well as its scale. Third-quarter performance is closely watched because it captures much of the summer and early fall period, when leisure travel, tourism spending and local dining activity can support restaurant turnover. A broad year-over-year decline during that period raises concern about demand resilience heading into the final months of the year.

The figures reported on Monday, November 23, do not on their own show how the rest of the year will end. But they do show that, by the third quarter of 2026, a large sample of French traditional restaurants was earning less on average than a year earlier, and that the decline had become sharper than in the previous quarter.