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62% of French Diners Expect to Maintain or Raise Restaurant Spending in 2027

The survey found many respondents plan to shift toward cheaper venues or fixed-price menus instead of cutting dining out

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French consumers appear willing to keep restaurant spending largely intact in 2027, even as many say they may look for cheaper ways to dine out.

A survey released on Wednesday, November 25, found that 62% of respondents in France expect to maintain or increase their restaurant budget in 2027. At the same time, the study points to clear price sensitivity. Some 32% said they may go more often to affordable establishments, and 27% said they may rely more on fixed-price menus.

The figures come from an OpenTable statement published in full by the hospitality trade outlet TendanceHotellerie. The survey itself was conducted online by Ripple Research among 1,500 people in France from September 18 to September 24, 2026. The sample used quotas for large cities.

The results describe consumer intentions for 2027, not actual spending and not a monetary forecast for the French restaurant market. They also do not show whether restaurant visits will rise. The release does not provide a comparable historical series that would allow a like-for-like reading against earlier periods.

Even with that limitation, the findings offer a snapshot of how French diners say they plan to manage their budgets. The main picture is not one of a broad retreat from restaurants. Instead, it suggests many people want to keep eating out while becoming

more selective about price and format. That can matter for operators as they shape menus, promotions and pricing for the year ahead.

The survey shows a notable divide by age. Among Generation Z respondents, 74% said they expect to maintain or raise their restaurant spending in 2027. Among baby boomers, that figure was 59%. The difference between the two groups was 15 percentage points.

That gap suggests younger adults in the sample were more willing than older respondents to preserve or expand their restaurant budgets. The release did not give a detailed breakdown of the reasons behind that difference, but it does point to uneven demand across age groups rather than a single pattern for the whole market.

The numbers on affordable venues and fixed-price menus add another layer to the outlook. A consumer can plan to keep a restaurant budget steady and still change behavior inside that budget. Choosing lower-cost restaurants more often, or ordering through prix fixe offers, can help preserve dining frequency without increasing total spending. That means restaurant businesses could see demand hold up in some segments while customers remain cautious about value.

The survey does not support a stronger conclusion than that. It does not show that French consumers will spend more overall in restaurants in 2027, and it does not prove that traffic will increase. It measures what respondents said they expected to do at the time they were surveyed in late September.

Still, the findings arrive at a time when restaurant operators across Europe are closely watching how households respond to menu prices and broader cost pressures. In France, the survey suggests that a large share of consumers are not planning to abandon restaurant spending, but many are also preparing to adjust where and how they spend it. For businesses, that may make affordability, menu structure and clear value offers as important as demand itself.