

HOTEL BARS AND SNACKS : NEW OFFERINGS WINNING OVER GUESTS

From alcohol-free drinks and organic infusions to light dishes inspired by local produce, hotel bar and snack offerings are evolving. Travellers want food and drink that taste good and make them feel good, even when grabbing a bite between appointments. Here are three growing trends that reflect the findings of the Coach Omnium study for EquipHotel on hotel guests' expectations in 2026.¹



Necense — exposant visual

¹ Face-to-face qualitative and quantitative study: 1,309 people approached and 603 respondents, across all age groups, traveller profiles and types of hotel visited. —

BREAKFAST ORGANIC AND NATURAL PRODUCTS SET THE TONE

According to the Coach Omnium study for EquipHotel 2026, 59% of guests always have breakfast at their hotel, while 93% of travellers express an interest in gluten-free and lactose-free products. These findings confirm the appeal of organic and plant-based options, as well as food that caters to different allergies, particularly at breakfast.

Organic teas (Richeerz), infusions and natural flavourings (Rouages), detox preparations (L'Infuseur), drinks with health benefits (Boissons Mé-Mé) and alternatives to crème fraîche (Bjorg) appeal to guests who increasingly care about where their food and drink come from. Hotels are also looking to surprise guests and encourage loyalty with offerings such as a natural tea made with tree sap or an organic sparkling tea, both served chilled in warm weather.

HOTEL BARS ALCOHOL FREE IS MORE THAN A PASSING TREND

According to the Coach Omnium study for EquipHotel 2026, 32% of travellers see a bar as a valued service in a hotel lobby. Increasingly, the bar is a destination in its own right: a place for memorable experiences that guests want to try, share on Instagram and recommend.



Cocktailito — © 2026 Le Studio de Fanfan

Wine, beer, cocktails and spirits, from Spritz to ginger beer, now all come in alcohol-free versions, often with organic options too (Necense, Cocktailito, No Low Drinks by Nimbah). A passing trend? The figures suggest otherwise. France's no- and low-alcohol drinks market is estimated at €300 million and is thought to have grown by 30% since 2022. Another finding: 30% of no- and low-alcohol consumers place their health first (source: FranceAgriMer, 2026).



Necense — © monsieurhuman

SNACKS LOCAL PRODUCTS AND CRAFTSMANSHIP GAIN GROUND

According to the Coach Omnium study for EquipHotel 2026, 60% of travellers attach great importance to local or regional products, compared with 32% in 2022. This is shaping hotels' snack offerings, whether in a guest room minibar, a lobby bar or a beach or poolside bar.

Guests want to use a trip or short break to discover local flavours and enjoy the craft of a respected producer.

Snacks, dried fruit, aperitif products, chocolates, biscuits — personalised (Le Petit Biscuit Français, Shanty Biscuits and others) or otherwise — sauces, condiments and fruit juices can all stand out by highlighting a family business (Esprit Gourmand, Maison Constanti), a craft passed down through generations (La Raviole française, Le Bonbon français, Le Chocolat des Français) or a region (Les Vergers de la Silve, Les Canards du Val de Luce). Each of these distinct qualities can spark the curiosity of food lovers.

About EquipHotel

EquipHotel is an event organised by RX France, a leader in the organisation of trade shows. Held every two years in Paris, EquipHotel Paris is the leading B2B meeting place for the hospitality sector. The event brings together more than 1,200 exhibiting companies, 30% of them from outside France, across four major sectors: Tech & Services, Wellbeing, Design and Foodservice.

Its offering is the most comprehensive among international hotel and restaurant trade shows. It showcases leading French and international companies alongside innovative young businesses designing tomorrow's hotel and restaurant experiences. The event attracts 80,000 hospitality and foodservice decision makers, including chefs, restaurateurs, hoteliers, architects, interior designers, investors, café and bar operators, institutional catering managers, design consultants and installers. Over four days, these professionals can meet new suppliers and discover their latest products and services.

EquipHotel is also a hub for hospitality trends and innovation, with conferences, masterclasses and inspiration spaces created by leading architects and experts.

EquipHotel 2 to 5 November 2026

www.equiphotel.com

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

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