

Eating Out Review - UK - June 2014

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“Experience-driven facets are needed to help operators differentiate dining out from the rather lacklustre experience that many diners experienced during the recession when all eyes were on the price, and help reinvigorate consumer enthusiasm for spending on the category.”

– Helena Spicer, Senior Foodservice Analyst

This report looks at the following areas:

- Putting the experience back into the eating out experience
- Creating additional purchasing opportunities
- Countering or catering to healthy eating trends?

Usage of different types of fast food venues and restaurants has altered little in the last year. Eating out frequency has also largely held steady, with a slight increase in the percentage of restaurant users who eat out once a week. In part, this is likely to reflect the ongoing trend towards casual dining concepts in the market with nearly a third of diners eating out as a regular treat.

Nearly a fifth of diners state that they eat out to take advantage of a promotional deal. Although these continue to effectively drive footfall, operators will need to look to other methods of creating standout if they are to repair brand loyalty, particularly in sectors such as pizza/pasta restaurants.

Meanwhile, whilst health is a key issue on the government agenda, there is little universal demand for healthy eating concepts from UK consumers in the foodservice arena.

However, health cues resonate more strongly with younger diners and amongst particular areas of the market such as the lunch sector. Interest in healthy eating has also provided a platform for growth for some emerging ethnic chains, which aim to appeal to those looking for healthy fast food, for instance.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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