Eating Out Review - UK - July 2012

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“Eating out operators need to ensure that their new menu additions stay ahead of the curve by offering tangible points of difference compared to in-home/retail products in order to justify price differentials between in- and out-of-home dining. It would also help venues to play to the rising tide of ‘recession fatigue’ and the fact that Mintel’s Menu Flavours – UK, June 2012 shows that 46% of regular diners tend to order something they don’t/can’t make themselves at home.”

– Helena Spicer – Senior Foodservice Analyst

In this report we answer the key questions:

- **How can greater differentiation help venues to solve lost loyalty in the eating out market?**
- **Are UK diners ready to move away from discounting?**
- **How can operators curb customer promiscuity through menu development?**
- **How can operators better target the under-pressure family market?**

As dining out remains a top consumer discretionary spending priority, the eating out market continues its positive recovery following on from its short-lived contraction in 2009. However, as a relatively mature market, this growth has not been easily achieved and has been largely fuelled by inflation, particularly as consumers are now more demanding of what constitutes value for money.

The scope of this report is the eating out market within the UK (excluding commercial catering, eg canteens, contract catering). This consists of various market segments, which are defined as:

- Fast Food
- Pub catering
- Independent and chain restaurants
- In-store restaurants
- Roadside catering
- Hotel catering
- Other (includes cafés, coffee shops and other retail outlets serving food.

Specialist sandwich outlets have been excluded from this report. Also, some sectors such as roadside and in-store catering have been identified separately but often include elements of overlap with other sectors such as fast food and chain restaurants.

If you have any questions or require further information, send an email to **oxygen@mintel.com** or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100