

# Eating Out: The Decision Making Process - UK - December 2011

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“Although consumers are increasingly price-sensitive their overall concern is for value for money, meaning that they are less willing to ‘splash out’ on mediocre meals out or second-rate service.”

– Helena Spicer, Senior Foodservice Analyst

## In this report we answer the key questions:

- **What can restaurants learn from the food retail environment?**
- **How can operators use price promotions the most effectively?**
- **What other factors can restaurants leverage to attract new customers and retain old ones?**
- **How can small operators fend off the competition from larger players, better able to undertake frequent price promotions as consumer budgets remain under pressure?**

### Definition

In this report, Mintel primarily aims to investigate selected factors affecting consumers’ decision-making progress in terms of eating out venues and the choice of dish. 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 – other formats included within the scope of this report are cafés, coffee shops and other retail outlets serving food.

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