

## Burger and Chicken Restaurants - UK - August 2015

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“A slower-growing core user base places an onus on fast food operators to work ever harder to engage with them. Using digital technology to a greater extent and making restaurants more inviting as a place to socialise should help them to do so.”

– Richard Ford, Senior Food and Drink Analyst

### This report looks at the following areas:

- Operators must do more to engage their slower-growing core user group
- Digital technology may help operators to improve speed of service
- More scope for chicken thigh on fast food menus

The UK burger and chicken restaurant market is in rude health, its affordable positioning having positioned it well to ride out the economic downturn. Now, as real incomes increase for many in the UK, the market faces a challenge in preventing diners from switching to other, more premium restaurants. The market also faces a scenario of no growth among its pool of key users (16-34s).

However, the ongoing expansion of ‘better burger’ restaurants continues to add value to the market. Meanwhile, the larger fast food chains continue to improve their store design and expand their menus to improve the overall customer experience.

Offering thicker burgers and a greater range of patty meats should help burger operators to further entice customers and maintain their interest.

Whilst the chicken restaurant market continues to enjoy healthy growth, it may start to see some pressure in the form of menu encroachment from generalists such as pubs offering rotisserie chicken.

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### DID YOU KNOW?

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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## The Implications

### The Market – What You Need to Know

- Growth of core 15-34-year-old user group forecast to slow down
- Increase in real incomes not necessarily a good thing for fast food
- National Living Wage introduced
- Slower growth forecast for the total burger and chicken bar market
- Continued expansion of 'better burger' restaurants will boost value of burger market
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- McDonald's ranks top for trust amongst selected fast food restaurants
- Burger King unveils new outlet design

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## Market Share

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Correspondence analysis

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