

Eating Out Review - UK - July 2016

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"Freshly prepared and handmade emerge as the two main attributes seen to indicate dish quality making these key messages for operators to convey to their customers to encourage repeat custom."

– Chris Wisson, Senior Food and Drink Analyst

This report looks at the following areas:

- Freshness is key for communicating quality
- Diners show strong interest in transparency on service charges
- Diners are divided on digital ordering, many would be swayed by speed

Eating out has remained a favourite area of discretionary expenditure, together with going out, over a number of years. Helped by this and rising real incomes, the market grew by 2.6% in 2015 to reach £35.7 billion. Affordability, however, remains a key consideration, helping to buoy the growth of casual dining venues in particular.

Being freshly prepared and handmade emerge as the two main factors deemed to signal dish quality, making these key messages for operators to convey to customers to prove their value-for-money credentials.

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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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The implications

The Market – What You Need to Know

- The eating out market maintains slow growth
- Fast food venues perform strongly
- Consumer spending power grew in 2015
- Britain's ageing population poses a challenge for foodservice
- Wages and tipping remain thorny issues

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Many operators are expanding their estates
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