

Eating Out: The Decision Making Process - UK - July 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“More than half of diners would buy high quality food and the demand for standout dishes that diners can't/don't make at home shows there is scope to use fresh ingredients in innovative cooking methods as a strong selling point.”

– Trish Caddy, Foodservice Analyst

This report looks at the following areas:

- High quality of food drives the venue choice of three in five diners
- Grab-and-go offers further potential to full-service venues
- Half of diners would like to see wider all-day breakfast foods to capture snacking occasions

When it comes to the foodservice market, quality food is what stimulates the British appetite. However, this comes against a background of an ingrained expectation of promotions and a cautious mindset, putting operators in a challenging position. Standout dishes that diners can't/don't make at home remain key to driving footfall.

Casual dining can offer new revenue streams for operators, as extended ranges of snacking options and all-day breakfast/brunch menus spark widespread demand. Grab-and-go can also hold opportunities, however, undercutting restaurant prices and offering functional takeaway packaging are key to unlocking these.

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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 Market – What You Need to Know

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The National Living Wage comes into force

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Diners look for dishes they don't make at home

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Eating out remains a rare treat for most

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Breakfast/brunch is in demand all day

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Half of diners open to familiar dishes with trendy flavours

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Many users only choose grab-and-go over restaurants if it is cheaper

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