

Burger and Chicken Restaurants - UK - August 2016

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

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“Burger and chicken markets will come under pressure as the population of 16-34s declines. Operators are branching out into gourmet concepts to keep their brands fresh and innovative. There is scope for restaurants to explore both high-speed and leisure experiences as a selling point.”

– Trish Caddy, Foodservice Analyst

This report looks at the following areas:

- Customisation can help venues engage older age groups
- More scope for healthier options on fast food menus
- Speed of service is a key enticement, yet table service appeals widely

The burger and chicken bar market is in growth but looks set to come under pressure, as the population of its 16-34-year-old core users is forecast to decline. The top end of the market also faces intense competition as a raft of non-specialist venues such as pubs feature ‘gourmet burgers’ on their menus.

Plans for ongoing store revamps and menu updates should continue to support the segment. Category blurring eg serving fresh fruit smoothies and barista-style coffee, should also help create more occasions for diners to visit fast food restaurants. Continued focus on communicating the quality of their products and ingredients looks much needed, given that many diners still see the food as processed. However, speed of service is also of essence seen by many diners as the only reason to use a fast food venue.

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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

- Burger and chicken market is in growth
- Activity from brands needed to offset decline in core users
- Eating out remains a key discretionary spending area
- Falling Pound could have an impact on food prices
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- Gourmet venues beef up the burger market
- Rice boxes strengthen KFC's offering in lunch space
- Nando's blurs boundaries with beef dishes and Fino platter

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Visiting fast food venues is seen as a treat by most

Quick service only reason to visit fast food venues for half of users

Freshly made burgers is top expectation from gourmet burger venues

Customisable dishes appeal at fast food chains

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Scope for venues to prompt more frequent visits

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Visiting fast food venues is seen as a treat by most

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Quick service only reason to visit fast food venues for half of users

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