

Burger and Chicken Restaurants - UK - August 2017

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“Parents are vital to burger and chicken restaurants as the population of 0-14 year-olds grows. Brands are focusing on non-core items to boost snacking occasions, while diners want to see less sugar, fat and salt. Yet the sector is experiencing the halo effect, with diners interested in gourmet chicken. Meanwhile, daily deals, loyalty cards and late-night openings can nudge more diners to visit.”

– **Trish Caddy, Foodservice Analyst**

This report looks at the following areas:

- **It's vital to engage parents of under-16s**
- **There's scope to cater to older diners**
- **Non-core items are important in their own way**

Much of the growth in the burger and chicken restaurants market is due to brands pushing to build consumer trust, new entrants' expansion plans, efforts to innovate in non-core products to boost snacking occasions and a focus on high-welfare ingredients and healthier cooking methods. This is despite UK restaurant groups facing headwinds to maintain trading levels as their margins are squeezed by increasing overheads.

The forecast population growth of 0-14 year-olds between 2016 and 2021 bodes well, given that parents of under-16s are most likely to visit a burger or chicken outlet/restaurant. Daily deals, loyalty cards and late-night openings can also nudge more diners to visit a burger or chicken restaurant. Meanwhile, young men enjoy using self-service ordering kiosks, whereas women are most likely to enjoy salad and dessert bars, if these are available in burger or chicken restaurants.

Diners want to see less sugar, fat and salt in burger and chicken meals, given that health concerns have made them limit the amount of fast food they eat. Meanwhile, options to substitute healthier ingredients for less healthy ones as well as calorie content on menus can help diners make healthier choices when eating in burger or chicken restaurants.

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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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