

Attitudes towards Lunch Out-of-home - UK - October 2017

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This report looks at the following areas:

- How can operators attract spend if consumers begin to cut back on lunch out of home?
- Using health to boost lunchtime spend

Consumers are eating lunch out of home more than they were a year ago, however, a drop in consumer confidence may slow or reverse this trend. The range of cuisine available is growing and operators are using the growth in food delivery services to their advantage.

State of mind is a key driver behind lunchtime food choice so the increased availability of healthy, mood-boosting and functional foods is tapping into this need. Health is a key consideration to consumers but there is a clear difference in the level of influence this has from weekday/everyday lunches to weekend and leisure occasions.



“Although lunch operators appear to be in good stead as consumers are eating this meal out of home more than a year ago, their drop in financial confidence may impact this over the coming months. If consumers do choose to cut back on lunchtime spending then it is likely they will downgrade, which may benefit grocery retail but not more expensive foodservice operators.”

– Helen Fricker, Senior

Leisure Analyst

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