

Ethnic Restaurants and Takeaways - UK - January 2018

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“Much of ethnic restaurants and takeaways’ growth will come from businesses driving existing store performances on the back of strong brand management, menu development and home delivery options. ‘Foodism’ continues to fuel demand for new flavours found in ethnic cuisines, specifically among younger Millennials, parents and those living in urban locations.”
– Trish Caddy, Foodservice Analyst

This report looks at the following areas:

- **Attracting more women**
- **Catering to families**
- **Retaining Millennials**

The ethnic restaurants and takeaways market will continue to grow, and much of that growth will come from businesses driving existing store performances on the back of strong brand management, menu development and home delivery options.

‘Foodism’ continues to fuel demand for new and unusual flavours found in ethnic cuisines, specifically among younger Millennials aged 18-27, parents of under-16s and those living in urban locations who are most likely to identify themselves as foodies.

Parents are turning to ethnic home deliveries for quick family meals at home instead of cooking or going out. While there is an opportunity to cater to families with young children, it is vital that menus feature natural and healthy choices, in order to entice health-conscious consumers.

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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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Wagamama leads the casual dining sector

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Taco Bell

Wrapchic

Bibimbap To Go

Shoryu Ramen

Chopstix

El Mexicana

Rodizio Preto

Bavava Restaurants

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- Features that drive interest among takeaway consumers
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Half of Brits eat in and order takeaway from ethnic eateries

More people order takeaway than eat in at ethnic eateries

Figure 30: Overall usage of ethnic eateries, October 2017

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Chinese restaurants lead eat-in segment

South Asian restaurants the second best performers

One in five Brits have eaten in at Mexican restaurants

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Londoners drive demand for ethnic cuisines

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Caribbean

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South Asian restaurants the second best performer

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Younger generations

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