

Eating Out: The Decision Making Process - UK - August 2018

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“Visits to foodservice venues are driven mostly by discounts, which puts pressure on operators to maintain trading levels. While promotional activities remain prevalent, there is potential for these to be specifically targeted at celebratory occasions.”

- **Trish Caddy, Foodservice Analyst**

This report looks at the following areas:

- Visits are driven mostly by discounts
- So, what makes eating out special?
- How do chains win back customers?

Visits to foodservice venues are driven mostly by discounts, which puts pressure on operators to maintain trading levels as their margins are squeezed by increasing overheads, a weakened Pound and economic uncertainty.

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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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