

Burger and Chicken Restaurants - UK - August 2013

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“Creating more differentiated branding can be difficult to achieve based on factors such as price and convenience which are now so standardised across the market. Promoting the use of more natural materials in their venue design and more real food/farm imagery both in-store and on-line could help operators to build standout.”

– Helena Spicer, Senior Foodservice Analyst

This report looks at the following areas:

- What areas can chicken/burger brands explore to expand usage occasions further?
- How can chicken/burger bars increase their appeal to younger diners?
- What other lessons can chicken/burger bars learn from the wider eating out market?
- How can chicken/burger bar operators mine 'real' food credentials to achieve better brand differentiation?

The pressure on fast food operators to reassure consumers as to product quality and offer transparency intensified with the horsemeat scandal in 2013. Overall, concerns about hygiene/outlet cleanliness and food preparation are more likely to affect fast food users' venue choice than concerns related to horsemeat were.

Fast food brands continue to try to gain market share from competing sectors such as coffee shops by launching premium hot and cold drinks ranges. While these can help to increase frequency of visits, they can also help to boost the appeal of such venues amongst older users. They should also appeal to fast food users who state that they typically order snacks rather than full meals from these venues.

Brand loyalty also remains an issue in this market, particularly for brands such as Burger King which is arguably struggling to find its feet and effectively communicate its core brand values in a continually evolving marketplace.

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