

Evening Dining - UK - November 2009

Report Price: £1500 / \$3000 / €2250



What is this report about?

This report examines the evening dining occasion throughout the week (weekday and weekend). It should be noted that in this report Mintel has not attempted to put a finite value on the market for evening meal foods.

The evening meal takes many forms. It can be a meal cooked from scratch in a leisurely way and eaten around the table with family, a meal out at a restaurant, a pre-prepared or a ready meal heated up in the microwave or a home-delivered pizza, or just a bowl of soup. Also our choices are still growing, for instance with more semi-prepared foods for home cooking.

What have we found out?

- Two-thirds of adults cook their evening meal from scratch. However, most [of this group or most adults?] draw upon a repertoire of meal options that includes take-aways and ready meals.
- Manufacturers and retailers of convenience foods are failing to attract their share of older shoppers, with this group preferring to cook their evening meals from scratch.
- Consumers who typically eat ready meals and takeaways in the evening are more likely to eat a larger meal at lunchtime and to work irregular hours. But this group spends more time cooking at the weekend: manufacturers and retailers could target this group by offering meal kits and promotions based around popular takeaway dishes to encourage them to cook more.
- One in three men claims to do all the cooking, something not reflected by the media, food promotions or packaging.
- Increasing numbers of single person households and older consumers present opportunities for both the food industry and public health bodies to stimulate their interest in food and cooking.
- Men are more likely than women to eat out suggesting that it is a direct substitute for home cooking, an area where women remain more involved.

Your business guide towards growth and profitability

Mintel Oxygen is your one-stop shop for market and consumer analysis. It is designed to help you stay on top of market sizes, shares and forecasts, consumer trends, brand profiles and product innovation.

Use Mintel Oxygen to:

- Access fresh market intelligence every day
- Drive your business forward based on consumer trends
- Support your decision-making
- Benchmark competitive activity
- Stand out in new business pitches

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100