

# Eating Out Review - UK - July 2009

Report Price: £1500 / \$3000 / €2250

## What is this report about?

This report aims to provide an outline of the major trends and their impact on the eating out market at large.

## Key issues covered in the analysis

- Over a quarter of consumers dine out as a regular treat as casual dining has increasingly become ingrained in consumers' everyday lifestyles in recent years.
- After necessities and bills, going out, such as the pub & cinema, and dining out still remain consumers' top spending priorities.
- The widespread availability of money-off vouchers offered by eating out operators has helped 11m adults continue to eat out on a regular basis.
- Families with young children have been hardest hit by the recession: 10m adults state that the recession has had a major impact on them, forcing them to curb both their frequency of eating out and how much they spend per visit. Persuading them back into the eating out market post-recession is likely to be a challenge for operators.
- Around 8m adults say they have been unaffected by the economic downturn, and a further 9m say they've felt the effects but they're pretty manageable and have not really altered their eating out habits. Operators need to recognise that the recession has not affected the eating out habits of 40% of consumers and rely less heavily on a margin-crushing discount culture.
- Only around one in ten consumers are picking up more in-home meal deals, such as M&S Dine in for £10, instead of eating out. In-home meal deals are proving most popular amongst 20-34-year olds who are central to the eating out market.

## Scope of the report

The scope of this report is the commercial and retail catering market within the UK (excluding commercial catering, eg canteens, contract catering). This consists of various market segments, which are defined as:



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