

Burgers - UK - August 2010

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What is this report about?

The long-term trend in the burger market is one of sluggish growth. This reflects the mature market and high overall penetration, with nearly three in four people eating shop-bought burgers, as well as the widely held view of burgers as unhealthy, if eaten often. Breaking the trend, sales of burgers leaped ahead in 2008. As food budgets came under pressure, and faced with the rapidly rising price of beef, more consumers turned to burgers, seen by the majority as offering good value. The meat burger segment, capturing 90% of all burger spending, continues to dominate the fortunes of the market as a whole.

Supported by this rising demand, and expected to benefit from the clement summer weather in 2010, growth over the 2005-10 period thus stands at an estimated 29%, with sales reaching £551 million.

What have we found out?

- New premium burgers could have marked potential to tap into the pool of 19m adults who report being willing to pay more for burgers with high quality ingredients (eg venison).
- Unusual and 'exciting' meats or toppings can help manufacturers attract the nearly 13m adults who look for more adventurous or exotic burgers.
- Credible transparency combined with quality can provide a route for burgers to differentiate themselves in the market, to attract the nearly 16m adults who doubt the quality of pre-prepared burgers.
- Cross-promoting burgers with more 'gourmet-style' toppings and combinations thereof can find resonance among the 19m people who see quality toppings as key to making a burger special.
- Burgers targeted as suitable for the nutrition requirements of young children, eg in terms of salt and energy content, could find demand among the four in five parents of 3.8m under fives concerned about the healthiness of burgers.
- The 'treat' dimension of burgers appears underdeveloped. Half of adults like to treat themselves to indulgent foods, yet only one in four that eat burgers choose them as a treat, suggesting potential to grow usage by positioning burgers as a treat.

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