

Airport Catering - UK - February 2010

Report Price: £1500 / \$3000 / €2250



What is this report about?

In contrast to growth rates in previous years, attitudes towards potential market growth for airport catering are more bearish than bullish at present.

The market is relatively mature considering the number of airport redevelopments that have recently been completed. Other factors include strained passenger numbers as well as the fact that the low-cost airline phenomenon has come to a plateau in recent years.

However, growth could still be achieved by the continued introduction of innovative niche chains/concepts which help to add value and differentiation from onboard catering as well as detracting from the idea of commoditised products by instead focusing on freshly made, portable (and therefore flexible) meals.

What have we found out?

- Retailers continue to represent the main competition to airport caterers: Seven million consumers have purchased food and/or drink from a retailer, such as newsagent, convenience store or M&S Food, at an airport in the last 12 months.
- People believe that food at airports is too expensive and of low quality. Despite prices being contractual, controlled and linked to the high street, nearly 15 million people see airport food as being too expensive and 9 million argue that the quality isn't very good.
- Some 9 million consumers only buy food at an airport to refuel.
- Although many consumers, particularly low-cost airline passengers, may be anxious to get to the front of the boarding queue, the majority of passengers do have time to buy food & drink at airports. Only 3.5 million people say that time constraints stop them from spending on food & drink at airports, suggesting stress rather than time constraints limits their purchases.
- Seven million consumers dislike the food served on planes, representing an obvious target market for airport caterers. Appealing to these consumers should involve visual prompts, such as packed lunch-type products and a focus on carry-on packaging concepts.
- As air travel has become more and more commonplace, so the notion of a holiday starting once the holidaymaker has reached the airport has decreased over time. Only one in ten consumers feel they have already started their holiday at the airport.

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