

## Ethnic Restaurants - UK - April 2012

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Mainstream ethnic operators need to keep up with what the rest of the eating out market place, and smaller, emerging players in the ethnic restaurant sector, are doing in order to remain relevant to consumers. Otherwise the market is in danger of losing even more trade to in-home alternatives and/or non-specialist operators such as pubs as they fail to demonstrate added value or be proactive in giving consumers a reason to visit.

– Helena Spicer, Senior Foodservice Analyst

### In this report we answer the key questions:

- What can established restaurants learn from emerging sectors?
- How can different formats drive growth in the market?
- How do operators drive trade without relying on price promotions?
- What are the up and coming flavour trends in the market?

This report refers to food served both as a takeaway and sit-down meal from specialist ethnic restaurants.

The different ethnic sectors covered in this report include:

- Chinese restaurants and takeaways, which refers to Peking, Cantonese and other Chinese variations.
- Indian restaurants and takeaways refers to all food of South Asian origin, including Pakistani, Bangladeshi and Sri Lankan, and also includes Tandoori and Balti.
- Other Asian ethnic restaurants and takeaway refers to Thai, Japanese, Vietnamese and Malaysian.
- Other ethnic restaurants and takeaways refers to Mexican, Tex-Mex, Caribbean and African varieties.

Excluded from this report are:

- All supermarket-bought ethnic ready meals
- Ethnic meals bought in non-specialist ethnic restaurants, eg pubs, hotels, etc
- All European and North American foods, with the exception of Tex-Mex.

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