

Burger and Chicken Restaurants - UK - September 2011

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"Developments in the wider fast food market have broadened the range of convenience/grab-and-go products available to diners. However, on the whole, the term continues to be synonymous with traditional players such as chicken/burger bars which are currently trying to provide healthier options without distancing themselves from their established roots as simple, fast food providers."

– Helena Spicer, Senior Foodservice Analyst

In this report we answer the key questions:

- How is the continuing economic turbulence affecting the market?
- How has the healthy eating trend impacted the market?
- How are consumers' perceptions of fast food affecting the market?
- How can chicken/burger bars leverage variety to engage customers?

Definition

Chicken and burger bars are a clearly defined sector of the fast food market. The way the market has been changing means that although the core product defines these outlets, they also tend to offer other food types.

The main meal items are served hot, usually from a counter, with the emphasis on speed of service and consistency of product. The format is standardised, with the consumer being able to expect the same offering and standards throughout the country. Some of the smaller brands such as Wimpy have adopted table service as a point of differentiation.

In many leisure and retail park locations a drive-through facility often accompanies the main restaurant. As well as high street and shopping centre locations, transport hubs are an increasingly popular choice for chicken and burger outlets.

Although these outlets are characterised by the takeaway nature of the food, a significant proportion also offer an eat-in facility. The furniture and environment are all designed for speedy consumption of the food, delivering a fast turnover.

Although small in number by comparison, some outlets in this market such as Nando's offer a more sophisticated eat-in facility where this is the prime focus of their offer. Home delivery is not well established in this market.

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