

Non High Street Foodservice Trends - UK - March 2014

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“Concerns over the future of the high street and the mature eating out market have seen operators attempt to widen distribution channels. High footfall areas such as travel hubs, shopping centres and university campuses are proving popular choices for operators looking for new opportunities.”

– Helena Spicer, Senior Foodservice Analyst

This report looks at the following areas:

- How can brands capitalise on consumer demand for convenience?
- Is there potential to profit from high street restaurant brands?
- Is there opportunity in the grab and go sector?

With the future of the high street uncertain, it is increasingly common for restaurant brands to target alternative distribution channels with higher footfall such as shopping centres and transport hubs.

Brands such as Wasabi and Patisserie Valerie have pursued this strategy by launching outlets in train stations with particular vigour in recent years.

This is also the case for sectors such as coffee shops, which have explored vending machines and drive-through formats partially in response to fears of saturation in the traditional coffee shop market. Costa also partnered with a garden centre group in 2013 to extend its presence in this sector and reach older consumers.

This report will also examine renewed investment in in-store catering, for example by Tesco and John Lewis. Mothercare is also rolling out cafés, whilst B&Q is reportedly also looking into buying a small business to integrate into its stores as Tesco did with Giraffe.

This is an issue-based report, which will discuss the trends currently affecting and the consumer usage of attitudes with regards to sales channels such as foodservice outlets in transport hubs, drive-throughs, shopping centres, airports, and in-store channels (department stores, garden centres etc).

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