

Foodservice – Ireland – May 2014

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This report looks at the following areas:

- Which sector of the food service industry is performing best?
- What impact is the global focus on diet and health having on the industry?
- How can restaurants persuade consumers to dine outside of the home and encourage loyalty?

With consumer spending improving and both NI and RoI emerging from a period of economic hardship, the foodservice industry looks set to benefit from this, in addition to falling unemployment rates. Overall, under-25s are dining outside of the home most frequently, with quick service restaurants and their low-cost and convenient menus appealing the most. Over-55s are least likely to dine outside of the home, posing challenges for the foodservice industry due to the ageing population.



“Convenience continues to be the primary driver in consumers’ choice of foodservice establishment when dining outside of the home, providing a boost to the QSR and coffee shop channels. Full service outlets should look to menu innovation in addition to establishing an online presence to encourage consumers to dine outside of the home for more formal occasions.”

– Sophie Dorbie, Research Analyst

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Table of Contents

INTRODUCTION

- Key themes in the report
- Definition
- Consumer research
- Data sources
- Abbreviations

EXECUTIVE SUMMARY

- **The market**
Figure 1: Segmentation of the Iol foodservice industry by value, 2013
- **Forecast**
Figure 2: Estimated value of the foodservice industry, NI and RoI, 2009-19
- **Market factors**
- **Financial health of consumers improving**
- **Rising prices in foodservice industry**
- **Restaurants introducing calories on menus in RoI**
- **Demand for greater variety on children's menus**
- **Companies, brands and innovations**
- **The consumer-**
- **Lunch being eaten most frequently outside of the home**
Figure 3: Meals eaten outside of the home in foodservice establishments (eg restaurants, fast food outlets, cafés and coffee shops), NI and RoI, March 2014
- **Pub dining most popular with Irish consumers**
Figure 4: Usage of foodservice establishments (dine in) in the last three months, NI and RoI, March 2014
- **Price the most important factor when dining out**
Figure 5: Factors influencing the choice of a foodservice establishment for everyday meals, by NI and RoI, May 2013
- **Consumers preferring spontaneity when dining out**
Figure 6: Agreement with statements relating to foodservice and eating outside of the home, NI and RoI, March 2014
- **What we think**

ISSUES AND INSIGHTS

- **Which sector of the food service industry is performing best?**
- **The facts**
- **The implications**

What's included

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- What impact is the global focus on diet and health having on the industry?
- The facts
- The implications
- How can restaurants persuade consumers to dine outside of the home and encourage loyalty?
- The facts
- The implications

TREND APPLICATION

- Trend: Secret, Secret
- Trend: Sense of the Intense
- Trend: Make it Mine

MARKET OVERVIEW

- Key points
- Consumer spending on the increase
Figure 7: Financial health of Irish consumers, NI and RoI, July 2013 and April 2014
- Unemployment rate in RoI steadily declining
Figure 8: Unemployment rate in NI and RoI, December 2011 – February 2014
- Restaurant prices rising
Figure 9: Restaurants, cafes, fast food and takeaway food prices compared to the same period in the previous year, RoI, January 2013 – March 2014
- 96% of consumers in favour of calorie labelling on menus
- Fast food and café chains early adopters of calorie labelling
- Children facing limited options when dining out
Figure 10: Agreement with statements relating to children's eating habits outside of the home, NI and RoI, January 2014
- Half-size main menu options for smaller appetites

STRENGTHS AND WEAKNESSES

- Strengths
- Weaknesses

COMPETITIVE CONTEXT

- Key points
- Consumers opting for entertaining in the home
Figure 11: Events hosted by consumers (or someone in their household) within the last 12 months, by NI and RoI, May 2013
- Multiples innovating for the entertaining at home market

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Infographic Overview

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- **Premium ranges offering a credible alternative to dining out**

Figure 12: Agreement with statements relating to foodservice and eating outside of the home, by demographics, NI and RoI, March 2014

MARKET SIZE AND FORECAST

- **Key points**

- **Slow but steady growth in all-Ireland foodservice market**

Figure 13: Estimated value of the Irish foodservice market (at consumer prices), IoI, NI and RoI, 2009-19

- **QSR dominating the market**

Figure 14: Segmentation of the IoI foodservice industry by value, 2013

- **QSR identified as a standout sector**

Figure 15: QSR sales, IoI, NI and RoI, 2011-18

- **Growth in the full service channel being driven by casual dining sector**

Figure 16: FSR sales. IoI, NI and RoI, 2011-18

- **Beverage driven outlets continuing to struggle in foodservice market**

Figure 17: Pubs/cafés and coffee shop sales, IoI, 2011-18

- **Hotels and accommodation boosted by increase in tourism numbers**

Figure 18: Foodservice sales from hotels and accommodation, IoI, NI and RoI, 2011-18

WHO'S INNOVATING?

- **Key points**

- **Chain restaurants widening appeal in the lunchtime market**

- **Foodservice outlets aiming to boost health credentials**

- **Chain restaurants/coffee shops expanding menus**

- **Chain restaurants embracing mobile technology**

COMPANIES AND BRANDS

- **Quick Service Providers**

- **Abrakebabra**

- **Boojum & Bubbacue**

- **Burger King**

- **KFC (Kentucky Fried Chicken)**

- **McDonald's**

- **Subway**

- **Supermac's**

- **Full Service Providers**

- **Deanes**

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- Eddie Rocket's
- Gourmet Burger Kitchen
- Nando's
- Pizza Express/Milano
- Wagamama
- Coffee shops
- Caffè Nero
- Costa Coffee
- Insomnia
- Starbucks
- Convenience retailers
- The Musgrave Group
- Henderson Group
- BWG Foods

THE CONSUMER – FREQUENCY OF USE OF FOODSERVICE ESTABLISHMENTS

- **Key points**
- **Lunch most popular meal to be eaten outside of the home**
Figure 19: Frequency of eating outside of the home, by mealtime, NI and RoI, March 2014
- **Under-25s most likely to dine out for breakfast**
Figure 20: Breakfast eaten outside of the home in the past three months by age, NI and RoI, March 2014
Figure 21: Breakfast eaten outside of the home in the past three months by work status, NI and RoI, March 2014
- **Three quarters of Irish consumers dining out for lunch**
Figure 22: Lunch eaten outside of the home in the past three months, by age, NI and RoI, March 2014
- **Adults dining out for lunch less frequently in 2014 compared to 2013**
Figure 23: Frequency at which consumers have eaten lunch outside of the home (eg in cafés, restaurants, sandwich shops) in the last 3 months, NI and RoI, May 2013 and March 2014
- **One fifth of Irish consumers dining out for dinner once a month**
Figure 24: Frequency of dinner eaten outside of the home, by NI and RoI, March 2014

THE CONSUMER – TYPES OF FOODSERVICE ESTABLISHMENTS VISITED

- **Key points**
- **Pub dining most popular with Irish consumers**

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Figure 25: Usage of foodservice establishments (dine in) in the last three months, NI and RoI, March 2014

Figure 26: pub / bar restaurant visits in the last three months, by age, NI and RoI, March 2014

- **RoI consumers embracing coffee shop culture**

Figure 27: Café/coffee shop visits in the last three months, by age, NI and RoI, March 2014

- **Fast food outlets proving popular with families**

Figure 28: Fast food burger/fried chicken bar (eg McDonald's, KFC) visited (dine in) in the last three months, by age, NI and RoI, March 2014

Figure 29: Fast food burger/fried chicken bar (eg McDonald's, KFC) visited (dine in) in the last three months, by presence of children in household, NI and RoI, March 2014

- **Consumers favouring convenience of ethnic takeaway**

Figure 30: Ethnic restaurant (eg Chinese, Indian, Thai, Japanese, Mexican etc), sit in and takeaway, NI and RoI, March 2014

- **One third of RoI consumers ordering takeaway pizza**

Figure 31: Pizza/pasta/Italian, dine in and takeaway usage, NI and RoI, March 2014

THE CONSUMER – FACTORS INFLUENCING CHOICE OF FOODSERVICE ESTABLISHMENT

- **Key points**
- **Price most important factor for everyday meals at foodservice providers**

Figure 32: Factors influencing the choice of a foodservice establishment for everyday meals, by NI and RoI, March 2014

- **Type of food most important consideration for special occasions**

Figure 33: Factors influencing the choice of a foodservice establishment for special occasion meals, by NI and RoI, March 2014

- **Price highly important for everyday and special occasions**

Figure 34: Consumers who stated that price range influences their choice of foodservice establishment for everyday meals and special meals, NI and RoI, March 2014

- **Young RoI consumers more worried about price, while mature consumers in NI more concerned**

Figure 35: Consumers who stated that price range influences their choice of foodservice establishment for everyday meals, by age, NI and RoI, March 2014

- **Type of food important to half of all Irish consumers**

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Infographic Overview

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Figure 36: Consumers who stated that type of food served influences their choice of foodservice establishment for everyday meals, by age of children, NI and RoI, March 2014

- **Consumers give more weight to friends and family recommendations for special occasions**

Figure 37: Consumers who stated that type of food served influences their choice of foodservice establishment for everyday meals, by age of children, NI and RoI, March 2014

- **Consumers willing to travel further for special meal occasions**

THE CONSUMER – ATTITUDES TOWARDS FOODSERVICE ESTABLISHMENTS

- **Key points**
- **Consumers prefer spontaneity when choosing where to dine out**

Figure 38: Agreement with statements relating to foodservice and eating outside of the home, NI and RoI, March 2014

- **RoI consumers looking to the origin of restaurant meals**

Figure 39: Agreement with the statement 'I prefer restaurants that support local producers/farmers' by age category, NI and RoI, March 2014

- **RoI consumers more likely to be brand loyal than NI counterparts**

Figure 40: Agreement with the statement 'I have a favourite restaurant brand/chain which I always use where available' by age category, NI and RoI, March 2014

- **Third party takeaway sites most popular with under-25s**

Figure 41: Agreement with the statement 'I have used takeaway websites (eg Just Eat) in the past 12 months to order take-out', by age NI and RoI, March 2014

- **Consumers going online when choosing where to dine out**

Figure 42: Agreement with statement relating to foodservice and eating outside of the home, NI and RoI, March 2014

APPENDIX

- **NI Toluna data tables**

Figure 43: Frequency at which consumers eat breakfast outside of the home, by demographics, NI March 2014

Figure 44: Frequency at which consumers eat lunch outside of the home, by demographics, NI, March 2014

Figure 45: Frequency at which consumers eat dinner outside of the home, by demographics, NI, March 2014

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 46: Frequency at which consumers eat snacks between meals outside of the home, by demographics, NI, March 2014

Figure 47: Foodservice outlets that consumers have used in the last three months (eat-in), by demographics, NI, March 2014

Figure 48: Foodservice outlets that consumers have used in the last three months (eat-in), by demographics, NI, March 2014 (Continued)

Figure 49: Foodservice outlets that consumers have used in the last three months (eat-in), by demographics, NI, March 2014 (Continued)

Figure 50: Foodservice outlets that consumers have used in the last three months (takeaway), by demographics, NI, March 2014

Figure 51: Foodservice outlets that consumers have used in the last three months (takeaway), by demographics, NI, March 2014 (Continued)

Figure 52: Foodservice outlets that consumers have used in the last three months (takeaway), by demographics, NI, March 2014 (Continued)

Figure 53: Factors that influence choice of foodservice establishment, for everyday meals, by demographics, NI, March 2014

Figure 54: Factors that influence choice of foodservice establishment, for everyday meals, by demographics, NI, March 2014 (Continued)

Figure 55: Factors that influence choice of foodservice establishment, for everyday meals, by demographics, NI, March 2014 (Continued)

Figure 56: Factors that influence choice of foodservice establishment, for special occasions, by demographics, NI, March 2014

Figure 57: Factors that influence choice of foodservice establishment, for special occasions, by demographics, NI, March 2014 (Continued)

Figure 58: Factors that influence choice of foodservice establishment, for special occasions, by demographics, NI, March 2014 (Continued)

Figure 59: Agreement with statements relating to foodservice and eating outside of the home, by demographics, NI, March 2014

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Figure 60: Agreement with statements relating to foodservice and eating outside of the home, by demographics, NI, March 2014 (Continued)

Figure 61: Agreement with statements relating to foodservice and eating outside of the home, by demographics, NI, March 2014 (Continued)

- **Rol Toluna data tables**

Figure 62: Frequency at which consumers eat breakfast outside of the home, by demographics, Rol, March 2014

Figure 63: Frequency at which consumers eat lunch outside of the home, by demographics, Rol, March 2014

Figure 64: Frequency at which consumers eat dinner outside of the home, by demographics, Rol, March 2014

Figure 65: Frequency at which consumers eat snacks between meals outside of the home, by demographics, Rol, March 2014

Figure 66: Foodservice outlets that consumers have used in the last three months (eat-in), by demographics, Rol, March 2014

Figure 67: Foodservice outlets that consumers have used in the last three months (eat-in), by demographics, Rol, March 2014 (Continued)

Figure 68: Foodservice outlets that consumers have used in the last three months (eat-in), by demographics, Rol, March 2014 (Continued)

Figure 69: Foodservice outlets that consumers have used in the last three months (takeaway), by demographics, Rol, March 2014

Figure 70: Foodservice outlets that consumers have used in the last three months (takeaway), by demographics, Rol, March 2014 (Continued)

Figure 71: Foodservice outlets that consumers have used in the last three months (takeaway), by demographics, Rol, March 2014 (Continued)

Figure 72: Factors that influence choice of foodservice establishment, for everyday meals, by demographics, Rol, March 2014

Figure 73: Factors that influence choice of foodservice establishment, for everyday meals, by demographics, Rol, March 2014 (Continued)

Figure 74: Factors that influence choice of foodservice establishment, for everyday meals, by demographics, Rol, March 2014 (Continued)

What's included

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Infographic Overview

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Figure 75: Factors that influence choice of foodservice establishment, for special occasions, by demographics, Rol, March 2014 (Continued)

Figure 76: Factors that influence choice of foodservice establishment, for special occasions, by demographics, Rol, March 2014 (Continued)

Figure 77: Factors that influence choice of foodservice establishment, for special occasions, by demographics, Rol, March 2014

Figure 78: Agreement with statements relating to foodservice and eating outside of the home, by demographics, Rol, March 2014

Figure 79: Agreement with statements relating to foodservice and eating outside of the home, by demographics, Rol, March 2014 (Continued)

Figure 80: Agreement with statements relating to foodservice and eating outside of the home, by demographics, Rol, March 2014 (Continued)

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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