

Attitudes towards Family Dining - UK - April 2014

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“More in-store entertainment and ordering/payment services are likely to take on a technological guise in the coming years as restaurants catch up to the fact that consumers, particularly children, are increasingly tech-savvy.”

– Helena Spicer, Senior Foodservice Analyst

This report looks at the following areas:

- How can the relevance of restaurants to family lifestyles be boosted?
- Do we expect diners to become more tech-savvy?
- How can restaurants broaden the appeal of family-focused venues?

Family-focused restaurants face challenging market conditions given the expected contraction in the number of adults in the family lifecycle and the above-average propensity of families to swap dining out for in-home meal deals. However, their desire for ‘regular escapism’ is just one area that restaurants could do more to tap into to increase both frequency of visit and spend per head. For example, more proactive marketing and menu ranges appropriate for a wider range of meal occasions can help restaurants to exploit parents’ desire for quality family time.

Opportunities also remain for restaurants to market other aspects that appeal to families, such as customer service, more proactively. The rise of online video content, for instance, could provide family-focused restaurants with a key platform for communicating areas of service and dining atmosphere more efficiently. Such strategies could also help venues to address concerns such as how welcome families are in restaurants in the evening. Meanwhile, other technological developments can help tap into the limited demand that exists for more advanced in-store entertainment or provide additional service models such as pre-ordering services.

This report looks at family dining trends in the foodservice market and developments in families’ eating out preferences in the UK specifically. Its aim is to explore the existing trends in families’ dining out habits and assess which factors and trends are likely to play a role in the market going forward.

This is primarily a consumer-based report and does not feature market size data. Therefore this report is not intended to be used as an exhaustive list of all family dining restaurants.

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