

Eating Out: The Decision Making Process - UK - July 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Competition for the leisure pound means that foodservice operators cannot rely on rising real wages alone to prompt higher spend. Innovative restaurant design can help them create standout. While making the restaurant experience more engaging, interactive features can also bolster secondary expenditure.”

– Helena Childe, Senior Foodservice Analyst

This report looks at the following areas:

- Investing in restaurant interiors remains key to delivering on atmosphere
- Showcasing food preparation can re-emphasise the eating out experience
- Snacking offers further potential for full-service venues
- Buzzworthy dishes can combat retail competition

The eating out market has experienced modest growth in recent years and is well placed to benefit from rising consumer spending in 2015. However, high competition for the leisure pound and from cheaper retail options means that operators cannot rely on rising wages alone to translate into higher spend.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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