

Burger and Chicken Restaurants - UK - August 2015

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“A slower-growing core user base places an onus on fast food operators to work ever harder to engage with them. Using digital technology to a greater extent and making restaurants more inviting as a place to socialise should help them to do so.”

– Richard Ford, Senior Food and Drink Analyst

This report looks at the following areas:

- Operators must do more to engage their slower-growing core user group
- Digital technology may help operators to improve speed of service
- More scope for chicken thigh on fast food menus

The UK burger and chicken restaurant market is in rude health, its affordable positioning having positioned it well to ride out the economic downturn. Now, as real incomes increase for many in the UK, the market faces a challenge in preventing diners from switching to other, more premium restaurants. The market also faces a scenario of no growth among its pool of key users (16-34s).

However, the ongoing expansion of ‘better burger’ restaurants continues to add value to the market. Meanwhile, the larger fast food chains continue to improve their store design and expand their menus to improve the overall customer experience.

Offering thicker burgers and a greater range of patty meats should help burger operators to further entice customers and maintain their interest.

Whilst the chicken restaurant market continues to enjoy healthy growth, it may start to see some pressure in the form of menu encroachment from generalists such as pubs offering rotisserie chicken.

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DID YOU KNOW?

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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Table of Contents

Overview

What you need to know
Products covered in this report

Executive Summary

The market
Burger restaurants
Figure 1: UK burger bar market, value sales and forecast, 2010-20
Chicken restaurants
Figure 2: UK chicken bar market, value sales and forecast, 2010-20
Companies, brands and innovation
Burger King enters the home delivery market and launches new store design
McDonald's introduces touchscreen technology and trials table service
KFC rolls out new store format
The consumer
Two thirds of Brits eat at fast food restaurants
Figure 3: Fast food outlet/restaurant usage, May 2015
A tenth of 16-34s have switched from fast food to gourmet burger restaurants
Figure 4: Eating behaviours at fast food restaurants, May 2015
Meat quality is of most concern to older consumers
Figure 5: Concerns around eating at fast food restaurants, May 2015
Thicker meat patties garner widest diner interest
Figure 6: Chicken/burger bar menu enticements, May 2015
Scope for chicken thigh to be used more widely
Figure 7: Attitudes towards chicken and burger restaurants, May 2015
McDonald's is seen as most child-friendly of selected foodservice brands
Figure 8: Correspondence analysis of qualities associated with selected fast food venues, May 2015
What we think

Issues and Insights

Operators must do more to engage their slower-growing core user group
The facts
The implications
Digital technology may help operators to improve speed of service
The facts
The implications
More scope for chicken thigh on fast food menus
The facts

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The Implications

The Market – What You Need to Know

- Growth of core 15-34-year-old user group forecast to slow down
- Increase in real incomes not necessarily a good thing for fast food
- National Living Wage introduced
- Slower growth forecast for the total burger and chicken bar market
- Continued expansion of 'better burger' restaurants will boost value of burger market
- Non-specialists threaten to encroach on chicken operators' heartland
- McDonald's and KFC implement changes

Segment Performance, Market Size and Forecast

- Burger and chicken market is in rude health
- Healthy but tempered market growth expected in 2015-20
- Category blurring should continue to benefit the market
 - Figure 9: UK chicken and burger bar market, value sales, 2010-20
 - Figure 10: UK chicken and burger bar market, value sales and forecast, 2010-20
- Continued expansion of 'better burger' restaurants should boost the value of the burger sector
 - Figure 11: UK burger bar market, value sales, 2010-20
 - Figure 12: UK burger bar market, value sales and forecast, 2010-20
- Chicken continues to benefit from strong value-for-money perceptions
- Leading chicken operators innovate
- Chicken bar segment under pressure from other foodservice sectors
 - Figure 13: UK chicken bar market, value sales, 2010-20
 - Figure 14: UK chicken bar market, value sales, 2010-20

Market Drivers

- Dining out is a key discretionary spending area but consumers' frugal mentality remains
 - Figure 15: Consumer spending priorities (after bills) – dining out, November 2009-April 2015
- National Living Wage is set to be introduced in the UK in 2016
- The medium-rare burger debate
- Core user group set for stunted growth
 - Figure 16: Trends in the age structure of the UK population, 2010-15 and 2015-20

Key Players – What You Need to Know

- Burger/chicken restaurant operators further blur the boundaries
- Burger King launches home delivery
- Operators look to pulled pork/chicken for inspiration
- KFC expands menus into new areas
- Gourmet Burger Kitchen sets out for greater visibility
- McDonald's ranks top for trust amongst selected fast food restaurants
- Burger King unveils new outlet design

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Market Share

McDonald's retains an unassailable lead by store numbers

Figure 17: Selected leading burger and chicken restaurant chains, by outlet numbers, 2012-15

McDonald's UK reports "positive" performance despite global woes

McDonald's plays up the social aspect of its restaurants

McDonald's looks to modern technology to boost appeal

KFC Q2 2015 sales rise 6%

KFC's store design should increase its competitiveness

Figure 18: KFC's store redesign, Bracknell store, November 2014

Burger King introduces home delivery

New store design unveiled for Burger King

Figure 19: Burger King's store redesign, Paris store, August 2015

Figure 20: Burger King's store redesign, Paris store, August 2015

Gourmet burger restaurants continue their march on London and beyond

Figure 21: Selected 'better'/'gourmet' burger operators in the UK market and planned/reported/projected outlet expansion, July 2015

Launch Activity and Innovation

Burger King UK trials home delivery service

KFC launches Toasted Burritos

Fast food operators look to American food trends

Fast food operators upgrade their cold drinks ranges for summer 2015

Brand Research

What you need to know

Brand map

Figure 22: Attitudes towards and usage of selected restaurant brands, June 2015

Key brand metrics

Figure 23: Key metrics for selected restaurant brands, June 2015

Brand attitudes: GBK's different proposition is thought of as worth paying more for

Figure 24: Attitudes, by brand, June 2015

Brand personality: Chicken Cottage has the most negative associations

Figure 25: Brand personality – macro image, June 2015

Big brands are noted for tradition, family-friendliness and convenience

Figure 26: Brand personality – micro image, June 2015

Brand analysis

Gourmet Burger Kitchen has lots of potential to grow its customer base

Figure 27: User profile of Gourmet Burger Kitchen, June 2015

KFC ranks highest for recommendation

Figure 28: User profile of KFC, June 2015

McDonald's continues to benefit from ubiquitous presence and uniform experience

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Figure 29: User profile of McDonald's, June 2015

Burger King may be falling behind McDonald's and faces new competition too

Figure 30: User profile of Burger King, June 2015

Chicken Cottage falls down on awareness and lacks in association with positive traits

Figure 31: User profile of Chicken Cottage, June 2015

The Consumer – What You Need to Know

Two thirds of Brits eat at fast food restaurants

16-34s are key users of fast food restaurants

More users limit fast food consumption due to concerns over healthiness than order healthier dishes

Meat quality is the top concern amongst users

Animal welfare is still a major concern despite efforts to reassure diners

Thicker meat patties garner widest diner interest

Less than half of consumers view service in selected fast food venues as speedy

Fast Food Usage Habits

Two thirds of Brits eat at fast food restaurants

Younger consumers more likely to use any fast food restaurant

Figure 32: Usage of any fast food outlet/restaurant, by age, May 2015

McDonald's continues to dominate the market

Figure 33: Fast food outlet/restaurant usage, May 2015

Eating Behaviours at Fast Food Restaurants

16-34s, fast food core users, are an area of concern for mainstream operators

More users have limited the amount of fast food they eat than have ordered healthier dishes

Figure 34: Eating behaviours at fast food restaurants, May 2015

User Concerns over Fast Food

Further reassurance over meat quality could help attract older diners

Animal welfare

A significant minority of users are concerned over the health of fast food

Figure 35: Concerns around eating at fast food restaurants, May 2015

Chicken/Burger Bar Menu Enticements

Thicker meat patties garner widest diner interest

One in four fast food users are interested in burgers made from unusual meats

Fish/shellfish could help operators appeal to older diners

One in four diners are interested in a greater selection of burger toppings

Figure 36: Chicken/burger bar menu enticements, May 2015

Attitudes towards Fast Food Outlets

Letting diners design their own sauces could add interest to eat-in venues

Scope for wider use of chicken thigh on fast food menus

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Figure 37: Attitudes towards chicken and burger restaurants, May 2015

Qualities Associated with Selected Fast Food Operators

Just one in four consumers view service in KFC as speedy

McDonald's seen as the most child-friendly of the selected operators

McDonald's seeks to address preconceptions over what's in its burgers

Figure 38: Correspondence analysis of qualities associated with selected fast food venues, May 2015

Figure 39: Qualities associated with selected fast food venues, May 2015

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research

Appendix – Market Drivers

UK population age structure

Figure 40: Trends in the age structure of the UK population, 2010-20

Appendix – Segment Performance, Market Size and Forecast

Forecast methodology

Best- and worst-case forecasts

Figure 41: UK burger and chicken bar market, value sales, best- and worst-case forecast, 2015-20

Burger bar market

Figure 42: UK burger bar market, value sales, best- and worst-case forecast, 2015-20

Chicken bar market

Figure 43: UK chicken bar market, value sales, best- and worst-case forecast, 2015-20

Appendix – Market Share

Historic financial performance of selected leading fast food operators

McDonald's

Figure 44: Key financials for McDonald's Restaurants Limited, 2009-13

KFC

Figure 45: Key financials for Kentucky Fried Chicken (Great Britain) Limited, 2007/08-2012/13

Nando's

Figure 46: Key financials for Nando's Chickenland Limited, 2008/09-2013/14

Wimpy

Figure 47: Key financials for Wimpy Restaurants Group Ltd, 2009/10-2013/14

Appendix – Brand Research

Advertising expenditure

Figure 48: Recorded above-the-line, online display and direct mail total advertising expenditure on selected fast food brands, 2011-15

Nielsen Media Research – methodology

Brand map

Appendix – Qualities Associated with Selected Fast Food Operators

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Correspondence analysis

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