

Attitudes towards Healthy Dining Out of Home - UK - September 2015

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"Despite the attention attracted by healthy eating, the emphasis needs to be on taste first and health second in the foodservice, as eating out remains a leisure activity at heart."

– Helena Childe, Senior Foodservice Analyst

This report looks at the following areas:

- Offering a range of portion sizes can offer a compromise between leisure and health priorities
- Better menu labelling could appeal to health-focused diners
- Positive nutrition
- Visual cues and tableside preparation can promote fresh ingredients and add to the experience

Combatting obesity is a key priority for the government given the related financial burden on the UK's health service. The government is therefore looking to operators in the food and drink industry to take steps in this area.

However, whilst healthy eating is on the agenda for consumers at home, it is deprioritised in favour of factors such as taste when it comes to dining out of home. Few diners say that healthiness/better-for-you considerations are important factors in their dish choice, however, a third say that they are more likely to choose a venue that serves healthier food than less healthy food when dining out. These conflicting demands suggest that health-focused dishes such as lighter options are needed to entice diners through the door, even if they do not choose these options once inside.

Freshness continues to be a key buzzword in the UK dining market at present and holds considerable sway over consumers' dish choice. Furthermore, a considerable minority rank freshness as the most important factor which makes a dish better for you, whilst freshly-made dishes are more likely than 'healthy' ones to be seen as exciting and worth paying more for.

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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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The Consumer – What You Need to Know

- Over half of diners do not want to be reminded about health when eating out
- Taste is the key motivator for two thirds of diners
- Few diners rate healthiness/better-for-you considerations as important in their dish choice
- Healthy nutritional 'tweaks' are off-putting for some
- 'Healthy' dishes are seen as natural but also bland
- Fresh ingredients sway four in 10 diners
- 'Freshness' has strong associations with 'better-for-you'
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