

## Eating Out Review - UK - July 2016

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

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"Freshly prepared and handmade emerge as the two main attributes seen to indicate dish quality making these key messages for operators to convey to their customers to encourage repeat custom."

– Chris Wisson, Senior Food and Drink Analyst

### This report looks at the following areas:

- Freshness is key for communicating quality
- Diners show strong interest in transparency on service charges
- Diners are divided on digital ordering, many would be swayed by speed

Eating out has remained a favourite area of discretionary expenditure, together with going out, over a number of years. Helped by this and rising real incomes, the market grew by 2.6% in 2015 to reach £35.7 billion. Affordability, however, remains a key consideration, helping to buoy the growth of casual dining venues in particular.

Being freshly prepared and handmade emerge as the two main factors deemed to signal dish quality, making these key messages for operators to convey to customers to prove their value-for-money credentials.

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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  
The eating out market maintains slow growth  
Figure 1: UK eating out market size and forecast fan chart, 2011-21  
Fast food venues perform strongly  
Britain's ageing population poses a challenge for foodservice  
Wages and tipping remain thorny issues  
Companies and brands  
Many operators are expanding their estates  
Fast casual pizza and Italian-inspired options  
Breakfast and brunch menus  
Lesser-known cuisines continue to make their mark  
Fast food operators look to wider food trends  
Pay-at-table apps  
The consumer  
Cafés/coffee shops remain popular  
Figure 2: Restaurants visited in the last three months, April 2016  
28% of restaurant diners eat in at least once a week  
Freshness is key for communicating quality  
Figure 3: Perceptions of what constitutes a 'good quality dish', April 2016  
Quicker service is key to boosting the use of ordering technology  
Consumers want greater transparency around service charges and tips  
Figure 4: Attitudes towards restaurants, April 2016  
What we think

### Issues and Insights

Freshness is key for communicating quality  
The facts  
The implications  
Diners show strong interest in transparency on service charges  
The facts  
The implications  
Diners are divided on digital ordering, many would be swayed by speed  
The facts

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## The Implications

### The Market – What You Need to Know

- The eating out market maintains slow growth
- Fast food venues perform strongly
- Consumer spending power grew in 2015
- Britain's ageing population poses a challenge for foodservice
- Wages and tipping remain thorny issues

### Market Size and Segmentation

- The eating out market maintains slow growth
- Competition from retail and other leisure remains intense
- Menu innovation remains key to driving interest
- Delivery and ordering platforms boost takeaway segment
- Forecast
  - Figure 5: UK eating out market size and forecast, 2011-21
  - Figure 6: UK eating out market size and forecast fan chart, 2011-21
- The impact of the EU referendum vote
  - Figure 7: Alternative scenarios for the eating out market, 2016-2021
- No immediate impact on consumers' finances
- The risk of an economic slowdown
- The need to offer a compelling leisure experience
- Market segmentation
  - Fast food venues perform strongly
    - Figure 8: Eating out market\*, by sector, 2011-16
  - Chicken and burger bars
  - Pub catering
  - Ethnic Restaurants/Takeaways
  - Pizza/Pasta Restaurants/Takeaways

### Market Drivers

- Consumer spending power grows in 2015
  - Figure 9: Selected consumer spending priorities (after bills), January 2013-January 2016
- Britain's ageing population poses a challenge for foodservice
- Wages and tipping remain thorny issues
- 2015 fall in energy prices took pressure off operators
  - Figure 10: Utility prices paid by non-domestic consumers (including the Climate Change Levy), 2007-15
  - Figure 11: Average fuel prices at the pump for unleaded standard and diesel, 2007-16
- Healthy eating is embraced widely
- The weather can also influence custom

### Companies and Brands – What You Need to Know

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Fast casual pizza and Italian-inspired options  
Breakfast and brunch menus  
Lesser-known cuisines continue to make their mark  
Fast food operators look to wider food trends  
Pay-at-table apps

## Market Share

Many operators are expanding their estates  
Figure 12: Selected leading restaurant chains/operators, by estimated outlet numbers, 2013-16  
Subway leads the way  
Selected recent activity: acquisitions and investment

## Launch Activity and Innovation

Pizza and Pasta Restaurants  
Fast casual pizza and Italian-inspired options  
Sourdough and gourmet pizza options  
Breakfast and brunch menus  
Updated children's menus  
Ethnic Restaurants and Takeaways  
'Wrapped' food  
Japanese-style restaurants enhance their breakfast menus  
Lesser-known cuisines continue to make their mark  
Using menus to mark cultural events  
Burger and Chicken Restaurants  
Fast food operators look to wider food trends  
Being adventurous with types of meat  
Branching out into alcohol  
Technological developments  
Other selected launches/innovation  
Costa Coffee explores on-the-go and in-store baked  
Pret A Manger looks into vegetarian food  
Vita Mojo looks to offer perfectly tailored meals  
The Bunyadi offers naked dining

## Brand Research

What you need to know  
Brand map  
Figure 13: Attitudes towards and usage of selected brands, April 2016  
Key brand metrics  
Figure 14: Key metrics for selected brands, April 2016

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YO! Sushi stands out for innovation

Figure 15: Attitudes, by brand, April 2016

Greggs and Harvester suffer from some unfavourable associations...

Figure 16: Brand personality – macro image, April 2016

...but Harvester is viewed favourably as a family brand

Figure 17: Brand personality – micro image, April 2016

Greggs seen as convenient but generic

Figure 18: User profile of Greggs, April 2016

YO! Sushi is perceived as an innovative brand

Figure 19: User profile of YO! Sushi, April 2016

Wagamama enjoys high levels of 'excellent' user reviews

Figure 20: User profile of Wagamama, April 2016

Pret A Manger has forged a strong reputation

Figure 21: User profile of Pret A Manger, April 2016

EAT has the lowest user share of the selected brands citing 'excellent' experiences

Figure 22: User profile of EAT, April 2016

Harvester is viewed as a family brand but one in need of refreshing

Figure 23: User profile of Harvester, April 2016

Côte is not a widely known brand

Figure 24: User profile of Côte, April 2016

## The Consumer – What You Need to Know

Cafés/coffee shops remain popular

28% of restaurant diners eat in at least once a week

Freshness is key for communicating quality

Quicker service is key to increasing the use of ordering technology

Consumers want greater transparency around service charges and tips

## Venues Visited

Cafés/coffee shops remain popular

Figure 25: Fast food restaurants visited in the last three months, April 2016

Figure 26: Fast food restaurants visited in the last three months, 2014-16

Sandwich shops are more geared towards takeaways

Dining out remains more popular than takeaways

Figure 27: Restaurants visited in the last three months, April 2016

Little annual change in restaurant usage

Figure 28: Restaurants visited to eat in, 2013-16

Figure 29: Restaurants visited for takeaway/home delivery, 2013-16

## Frequency of Eating Out

28% of restaurant diners eat in at least once a week

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Figure 30: Frequency of eating out or ordering takeaways/home deliveries, April 2016

Little annual change in frequency of eating out

Figure 31: Frequency of dining out and ordering takeaway/home delivery, 2013-16

## Defining a 'Good Quality Dish'

Freshness is key for communicating quality...

Figure 32: Perceptions of what constitutes a 'good quality dish', April 2016

Showing the work can communicate freshness

...as is being handmade, authenticity and local sourcing

Focusing on the ingredients can elevate a dish

The appeal of British

Seasonality resonates

## Use of Technology for Ordering

Quicker service is key to increasing the use of ordering technology

High openness to digital ordering among under-45s

Quicker service the main appeal of digital ordering

Figure 33: Enticements to use digital platforms when ordering food/drink, April 2016

Customising orders appeals to under-35s

Health factors can also play a part

Customer service could also be improved with technology

## Attitudes towards Restaurants

Consumers want greater transparency around service charges and tips

Figure 34: Attitudes towards restaurants, April 2016

Tips included in the dish price appeals to many

Healthier options also resonate with many consumers

Suggestions welcome

High expectations for foodservice operator to take responsibility

Potential for dine-in venues to mine on-the-go consumption and snacks

High interest in on-the-go from favourite brands

Snacking holds potential for restaurants

Technology and themed event innovation

## Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Brand research

Brand map

## Appendix – Market Size and Segmentation

Figure 35: Best- and worst-case forecasts for the eating out market, by value, 2016-21

Forecast Methodology

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