

Eating Out Review - UK - September 2017

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“Parents of under-16s and Millennials prop up the eating out market and are not brand loyal, but are willing to trade up if they feel their purchases are worthwhile. Millennials are drawn to meal promotions, giving the eating out market that competitive edge over supermarkets’ food-to-go. Operators are unlocking the opportunities in breakfast trade and are using technology to engage with customers.”

– **Trish Caddy, Foodservice Analyst**

This report looks at the following areas:

- **Breakfast potential**
- **Attracting Millennials**
- **Retaining parents**

Parents of under-16s are heading out for sit-down meals at restaurants, as well as ordering home delivered meals, making them the core consumers of the eating out market. Parents of under-16s are also spending in the range of £40-59.99 on a meal in a casual dining restaurant, making it vital for operators to focus on catering for families with young children.

As a group, parents are not as brand loyal as older diners, prompting brands to work harder to earn their loyalty. When analysing their behaviours, parents are more likely to be drawn to special offers, a reflection of a frugal mind-set. Yet parents are willing to trade up, if they feel their purchases are worthwhile.

Meanwhile, UK employment growth offers operators the opportunity to push into the breakfast and lunch market, but the prevalence of cheap supermarket meal deals threatens to take chunks off the eating out market share. However, eating out consumers are drawn to meal promotions served in a comfortable environment, giving the eating out market that competitive edge over supermarkets. Notably, brands are also turning to advanced technology, especially technology that can link up mobile and digital, to cater to customers who prefer to pre-order and pay for a meal than wait to be served.

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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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