

Ethnic Restaurants and Takeaways - UK - January 2018

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“Much of ethnic restaurants and takeaways’ growth will come from businesses driving existing store performances on the back of strong brand management, menu development and home delivery options. ‘Foodism’ continues to fuel demand for new flavours found in ethnic cuisines, specifically among younger Millennials, parents and those living in urban locations.”

– **Trish Caddy, Foodservice Analyst**

This report looks at the following areas:

- **Attracting more women**
- **Catering to families**
- **Retaining Millennials**

The ethnic restaurants and takeaways market will continue to grow, and much of that growth will come from businesses driving existing store performances on the back of strong brand management, menu development and home delivery options.

‘Foodism’ continues to fuel demand for new and unusual flavours found in ethnic cuisines, specifically among younger Millennials aged 18-27, parents of under-16s and those living in urban locations who are most likely to identify themselves as foodies.

Parents are turning to ethnic home deliveries for quick family meals at home instead of cooking or going out. While there is an opportunity to cater to families with young children, it is vital that menus feature natural and healthy choices, in order to entice health-conscious consumers.

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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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Rodizio Preto

Bavava Restaurants

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