

## Attitudes towards Lunch Out-of-home - UK - June 2018

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“The convenience of quick meals is a key driver for the lunch-to-go market amongst time-poor consumers. Operators should also consider the grey pound as a good long-term growth driver for leisurely eating out occasions, led by Baby Boomers who are more inclined to sit down for a lunchtime meal.”

- **Trish Caddy, Foodservice Analyst**

This report looks at the following areas:

- Catering to consumers’ desire for a balanced diet
- Becoming adventurous eaters
- Sustainable takeaway options

Lunch operators that can supply their customers with the right ranges, formats, locations and customer experience will be best placed to thrive in the years ahead.

For example, the lunch OOH (out-of-home) market is likely to benefit from the opportunities afforded by the growing population of people at work, who are fuelling demand for healthy grab-and-go meals for everyday occasions.

Meanwhile, the blurring of mealtimes has seen all-day breakfast and brunch offerings become commonplace, driven by consumers who are drawn to more indulgent brunch options at the weekend.

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## Becoming adventurous eaters

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...bargain hunting

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