

Menu Trends - UK - January 2020

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“With more consumers making conscious choices based around their health, animal welfare and environmental concerns, menu offerings that do not reflect their changing values and priorities will fall behind. That means marketing messages which explain how food is prepared and what ingredients it contains should cater to the thoughtful consumer.”

– **Trish Caddy, Senior Foodservice Analyst**

This report looks at the following areas:

- **Diners want transparency**
- **Eco-friendly matters**
- **Indulge with balance**

Under-35s are eating out differently from older generations and they are pushing for vital change within the foodservice market, including demand for zero-waste concepts and vegan dishes.

Whereas under-35s prioritise environmental concerns when it comes to eating out, older consumers are more likely to think about the impact on their health compared to their younger counterparts. When choosing what to eat and where to eat out this group are more likely to be influenced by food safety standards such as hygiene ratings, menu labelling and allergy warnings.

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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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