

## Ethnic Restaurants and Takeaways - UK - February 2020

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“The main difference between under-35s and their older counterparts is that they have a higher tendency to make food choices that can help the environment. This includes a willingness to eat dishes that contain meat substitutes and, whereas over-65s are more likely to be drawn to ethnic restaurants that feature seasonal British produce.”

– **Trish Caddy, Senior Foodservice Analyst**

This report looks at the following areas:

- **Grappling with sustainability issues**
- **Sensory and experience: the theatre of food**
- **Pushing the boundaries of what authenticity means**

2019 was the year of the underdog in ethnic cuisines, with restaurants specialising in lesser-known cuisines gaining popularity at the expense of Chinese and Indian establishments.

The rising cost of operating sit-down venues will be unsustainable for some ethnic restaurants in the long run. Instead of adding more restaurant sites, operators will focus on two areas: enhancing dining experiences at their flagship stores and expanding delivery catchment areas through partnerships with third-party delivery companies (eg Deliveroo, Just Eat).

It is important that ethnic restaurants and takeaways exercise ethical due diligence across their operations and supply chains to improve sentiment towards their brand image. Consumers are likely to prioritise food hygiene, the availability of seasonal British produce (even within ethnic dishes) and sustainable food packaging solutions when choosing an ethnic restaurant/takeaway.

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## The Market – What You Need to Know

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The eat-in segment is predicted to have declined by 0.7% in 2019

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