

December 2014

Coffee Shops - UK

“In a market with low brand loyalty, operators could benefit from building a deeper relationship with fans to foster real loyalty rather than just catering to consumers’ bargain-hunting and promiscuous spending behaviour.”

November 2014

Pizza and Pasta Restaurants - UK

“There is room for pizza/pasta restaurants to improve the leisure experience of dining at their venues to make them both more relaxing and engaging. Adding more experiential factors to store layouts, for example, could help elevate the dining out occasion and distract consumers from focusing on the cost of ...

October 2014

Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

Consumer Attitudes Towards Lunch Out-of-Home - UK

“Despite improvements in the UK economy, household budgets remain squeezed and therefore consumers are still cautious. The onus is thus on operators to proactively provide consumers with additional reasons to visit their venues more frequently and/or increase spend per head when they do visit.”

– Helena Childe, Senior ...

September 2014

Contract Catering - UK

“Market conditions remain tough with consumers’ ongoing price sensitivity in this sector continuing to exert pressure on operators’ margins. Operators therefore should remain focused on menu innovation trends in order to trigger consumers’ ‘want to buy’ mentality.”

August 2014

Burger and Chicken Restaurants - UK

“Half of adults say that they are discouraged from dining at fast food venues because the food served is not good for them, yet uptake of healthy options is typically low. Dishes with improved health credentials which continue to deliver on the fast food experience users expect should resonate.”

July 2014

Eating Out: The Decision Making Process - UK

“Recommendations from family/friends are key influencers in venue choice, whilst online review sites populated with customer-generated content are also now popular among diners. Operators are encouraged to embrace the new era and promote peer-to-peer reviews and, where possible, create their own legion of brand ambassadors.”

Eating Out Review - UK

“Experience-driven facets are needed to help operators differentiate dining out from the rather lacklustre experience that many diners experienced during the recession when all eyes were on the price, and help reinvigorate consumer enthusiasm for spending on the category.”

May 2014

Pub Catering - UK

“Adding more treat elements such as cocktails and drinks flights can help venues enhance their special-occasion proposition and help to drive footfall for higher-spending occasions. Alternatively, launching more products facilitating regular purchase such as takeaway coffee and morning goods allows brands to further exploit their image as providing everyday value ...

Consumers and The Economic Outlook - Quarterly Update - UK

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...

Pub Visiting - UK

“Times have changed for the pub industry and publicans should be carefully working out how to tailor their food menus, for example by using local ingredients and tiering prices, to their customers to stave off competition from other pubs and restaurants.”

April 2014

Attitudes towards Family Dining - UK

“More in-store entertainment and ordering/payment services are likely to take on a technological guise in the coming years as restaurants catch up to the fact that consumers, particularly children, are increasingly tech-savvy.”

March 2014

Non High Street Foodservice Trends - UK

“Concerns over the future of the high street and the mature eating out market have seen operators attempt to widen distribution channels. High footfall areas such as travel hubs, shopping centres and university campuses are proving popular choices for operators looking for new opportunities.”

February 2014

Leisure Venue Catering - UK

“Operators could look to more specific targeting of particular consumer groups to ignite interest. Investing in enticements such as healthier and faster payments options, both of which are of interest to households with children, would offer tangible benefits to parents, potentially encouraging them to spend more and feel that they ...

January 2014

Menu Flavours - UK

“One in 10 diners agree they actively look for dishes in restaurants that they have read or heard about (eg in magazines/TV), rising to 19% amongst Londoners. This illustrates the significance of headline grabbing products and dishes in today's fast moving eating out market.”

January 1970

Roadside Catering - UK

The prevalence of major fast food providers, such as McDonald's and Burger King, and traditional preconceptions about the quality of the food served in them, has meant that roadside outlets have become



Foodservice - UK

synonymous with unhealthy, lower-quality foods. Going forward, roadside service stations and restaurants could alter this perception and bolster ...