



The Impact of COVID-19 on Foodservice - UK - June 2020

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This report looks at the following areas:

This need to premiumise will now be accelerated, not just because of changes in consumer behaviour, but also because of radical changes to market conditions.

With social distancing measures in place venues will be forced to limit their capacity. Whilst consumers will head out for a meal or drinks less frequently than in the past, many will be encouraged to spend more when doing so given this will be more of a special occasion.

- The impact of COVID-19 on the foodservice market.
- How consumers' eating out habits will change in the short, medium and long term.
- How a COVID-19 recession will reshape the foodservice market.
- What lessons UK foodservice operators can learn from post COVID-19 developments in other regions.



"Prior to COVID-19 the foodservice sector had taken steps taken to premiumise the eating/drinking out experience to realign with the habits and preferences of today's young consumers, including their desire for alternative cuisines and their moderation of alcohol."

– Paul Davies, Category Director – Leisure, Foodservice, Travel and B2B Research – 24 June 2020

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