

# Ethnic Restaurants and Takeaways - UK - April 2021

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## This report looks at the following areas:

- The impact of COVID-19 on the ethnic restaurants and takeaways market
- Changes in ethnic restaurant and takeaway usage
- Factors that influence consumers' choice of ethnic restaurants and takeaways
- Consumers' perceptions of common ethnic restaurant and takeaway venues.

A combination of enforced closures, capacity restrictions and consumers' financial and health and safety concerns resulted in the value of the ethnic restaurants and takeaways market plummeting from £13 billion in 2019 to £9.6 billion in 2020.

As long as the threat of the virus lingers, many people will continue to avoid dining inside restaurants. On the flipside, the UK's vaccination programme, which started on 8 December 2020, is likely to restore consumer confidence in visiting restaurants -ethnic included - again.

As consumers' 'frugal mindset' is likely to persist, a price strategy will be much needed to drive usage. Some ethnic restaurants are turning to discounts and rewards for customer loyalty or even just for their visit. But value is not about being the cheapest. Cost-conscious consumers will also respond to deals that represent excellent value-for-money, therefore a fixed-price set menu or meal deal tagged on to a few signature dishes can increase the perceived value of an offer, while also keeping the door open for upsizing or trading up.

COVID-19 continues to spur on the development of new sales channels. For example, a wider choice of specialised e-tailers has enabled more operators to push their range of restaurant-branded meal kits into the market. Ethnic restaurant operators are also focusing on meeting delivery demand rather than expanding outlet numbers. Several brands are doing so by expanding



"Reduced footfall has made the idea of committing to a long-term lease, especially in city centres, less viable, forcing ethnic restaurant or takeaway operators to reassess their product offerings. Some brands are also crossing over to the retail sector with their own supermarket ranges in an effort to extend their brand presence and reach."

- Trish Caddy, Senior Foodservice Analyst - 29

March 2021  
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their delivery catchment areas through dark kitchens.



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