

# Sandwiches and Lunchtime Foods - UK - May 2011

Report Price: £1500 / \$2310 / €1793



## What is this report about?

This report focuses on the impact of the recession on the lunch meal occasion within the eating out market, although it also refers to trends in the in-home market in order to explore consumers' wider lunchtime habits.

## What have we found out?

- Making the lunchtime meal occasion more of an experience and less of a refuelling exercise is important for operators in this market as a third of lunch diners have cut back on spending on lunch out-of-home in the last year.
- Lunch is a highly price sensitive market, as although a fifth of lunch diners prefer sandwiches made for them rather than pre-packed ones, only 8% believe its worth paying more for the privilege.
- Lunchtime diners are sticking to tried and trusted brands, products and dishes with relatively few customers (7% of lunch diners) having switched to less expensive outlets for lunch.
- Demonstrating 'added value' to consumers is a key concern for lunchtime operators with nearly four in ten consumers labelling shop bought sandwiches as over-priced.
- Fresh 'real' food is a major trend in the eating out market as a whole and is particularly important to the lunchtime market: it is a twist on the wider healthy eating trend with demand for light lunches outweighs the demand for calorie-controlled ones.
- Grazing/snacking is another key industry trend with a quarter of consumers admitting that they often eat snacks while on the move rather than eating a proper meal (this proportion increases to a third amongst sandwich bar users).

## Your business guide towards growth and profitability

Mintel Oxygen is your one-stop shop for market and consumer analysis. It is designed to help you stay on top of market sizes, shares and forecasts, consumer trends, brand profiles and product innovation.

## Use Mintel Oxygen to:

- Access fresh market intelligence every day
- Drive your business forward based on consumer trends
- Support your decision-making
- Benchmark competitive activity
- Stand out in new business pitches

If you have any questions or require further information, send an email to [oxygen@mintel.com](mailto:oxygen@mintel.com) or call one of our regional offices:

**EMEA:** +44 (0)20 7778 7151  
**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100