Eating Out Review - UK - June 2013

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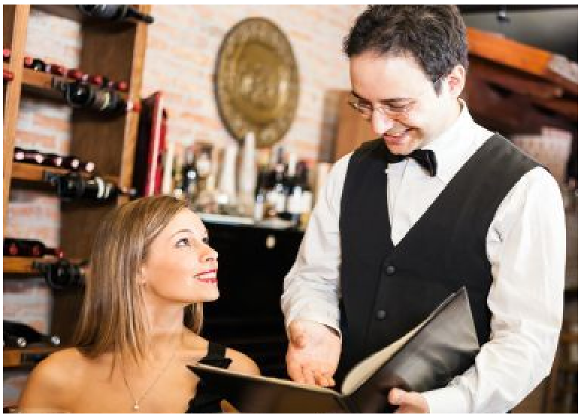

"A renewed focus on the basic principle of emphasising the 'experience' of eating out should help operators reclaim market share, particularly in sectors such as pizza/pasta restaurants where brand loyalty is low due to an extended period of heavy discounting."

– Helena Spicer, Senior Foodservice Analyst

In this report we answer the key questions:

- How can foodservice operators gain a greater share of the leisure pound?
- What initiatives can help foodservice operators better compete with retail NPD?
- How can variety and theatre of serve improve the perception of added value?
- How can operators counteract consumer cutbacks?

Consumers remain committed to eating out. However, a third of restaurant diners have reduced the number of times they have eaten out in a restaurant, compared to 14% who have increased their usage and half who say their habits haven't changed, as found in the consumer research for this report. As such, inflation has largely driven the growth in the overall market size in recent years.

As further evidence of the tough market conditions, saving (eg for a rainy day) has now overtaken eating out as consumers' top spending priority after bills. With consumers continuing to rein in spending, operators are under pressure to address various issues in the market. For example, the extended period of heavy discounting has led not only to diners becoming more promiscuous but to the experience being seen as more commoditised by consumers. Thus, less than a third of diners state that they enjoy 'splashing out' on eating out, according to consumer research for this report.

Furthermore, although restaurants, as experience providers, should naturally benefit from any further lift in confidence levels going forward, they also have to be more proactive in order to ensure their share of the leisure pound. For example, operators are increasingly investing in new concepts and partnerships to target areas of guaranteed high footfall such as motorway service areas, shopping centres and travel hubs.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market