

Sandwiches and Lunchtime Foods - UK - November 2013

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"As consumers age and leave employment, the convenience factor of out-of-home sandwiches and lunch products has less resonance, meaning that they are less likely to perceive them to be value-for-money purchases. Operators therefore need additional hooks to ensure they are not seen as overpriced."

– Helena Spicer, Senior Foodservice Analyst

This report looks at the following areas:

- What alternative selling formats can sandwich shop operators use to drive sales?
- What can operators do to take advantage of the economic recovery?
- How can operators use menu innovation to reduce drop-off in usage as consumers age?
- What NPD areas hold potential in the lunchtime market?

With the uplift in consumer confidence in 2013, sales of sandwiches in the UK are estimated to have grown by 1% with operators seemingly more confident to return to the expansion trail. However, factors such as perceptions of high price and the growth in alternatives such as coffee shops continue to put the market under pressure, with lingering frugal consumer purchasing behaviour an ongoing concern. Some operators have been leveraging consumer interest in ethnic flavours in order to generate renewed interest in the category whilst others are focused on drawing attention to freshness in order to bolster perceptions of value for money going forward.

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