

## Consumer Attitudes Towards Lunch Out-of-Home - UK - October 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“When thinking about cheese (excluding cottage cheese), which, if any, of the following types have you bought for yourself or anyone else in your household in the last 3 months?”

– Helena Childe, Senior Foodservice Analyst

### This report looks at the following areas:

- Miniature and mix-and-match items should appeal to cautious diners
- Speed is of the essence for full-service operators entering the lunch market
- Convenient location remains key at lunch

While the lunch occasion remains a substantial one, it also faces ongoing pressure from tight household budgets, limiting both frequency of purchase and spend. Only four in 10 adults buy lunch out of home for an everyday occasion at least once a week, while 47% of everyday lunch purchasers spend £3.49 or less (including drinks, snacks, desserts etc).

Operators from a wide number of other categories are also now chasing their share of the lunch pound. There has been significant blurring of categories in recent years with non-specialists such as coffee shops continually encroaching on the traditional menu USPs (unique selling points) of sandwich bars. While the competition highlights the role of continued product development to build differentiation, service elements can also create standout by capitalising on the demand for accessibility and speed of service.

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Convenient location remains key at lunch

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### Trend Application

Secret, Secret

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## Market Drivers

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Subway

Leon

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