

Burger and Chicken Restaurants - UK - August 2014

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“Half of adults say that they are discouraged from dining at fast food venues because the food served is not good for them, yet uptake of healthy options is typically low. Dishes with improved health credentials which continue to deliver on the fast food experience users expect should resonate.”
– Aimee Townshend, Food & Drink Analyst

This report looks at the following areas:

- Drinks and fries offer scope for operators to tap demand for customisation
- 'Stealth health' and signposting can help address health concerns
- Digital loyalty programs can provide a platform for push marketing

The chicken/burger bar market is expected to achieve growth in 2014. Positive consumer sentiment is expected to benefit dining out during the year, with outlet expansion and investment into new occasions also propping up growth in the chicken and burger market.

Meanwhile, chicken and burger bars face competition from a wealth of other dining options and retailers. The expected decline in the 20-24s age group, core users of the market, also looks set to pose a challenge over the 2014-19 period, underlining the importance of engaging the ageing population.

The fast food market still suffers from a poor health image with almost half of people discouraged from visiting outlets because they think the food is not good for them. Whilst the chains have introduced healthy products such as salads, there has been limited interest from consumers. It remains to be seen whether Burger King's new Satisfries, positioned as 'healthier' French fries, can win over the consumers.

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

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