

Ethnic Restaurants and Takeaways - UK - February 2015

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

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“Whilst online ordering and the expansion of large chains should boost growth in the sector, operators must do more to improve on the market’s Achilles heel; a low perception of value for money.”

– Richard Ford, Senior Food and Drink Analyst

This report looks at the following areas:

- Ethnic restaurants and takeaways suffer from a poor value-for-money image
- Growth of online ordering services means takeaway market is better placed for growth than the eat-in sector
- Various operators look to expand on national scale

The UK ethnic restaurant and takeaway market offers a diverse range of cuisines, from Chinese to Caribbean, with the market made up of numerous independent operators as well as large chains; its elasticity in absorbing new and fusion cuisines (such as Japanese/Peruvian Nikkei) means it is well placed to meet changing consumer preferences.

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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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Mintel Trend: Fauxthenticity

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Ethnic takeaways

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