

Ethnic Restaurants and Takeaways - UK - February 2016

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“Authenticity is a core attribute when it comes to diner expectations of ethnic restaurants but customisation and demonstrable expertise are also key differentiators which specialist operators must capitalise on to fend off competition from generalists.”

– Richard Ford, Senior Food Analyst

This report looks at the following areas:

- Ethnic restaurants must promote authenticity to fend off competition from non-specialists
- Using technology to engage core consumers
- Growing use of Mexican restaurants presents opportunities

The ethnic restaurants and takeaways market remains largely fragmented, although the continued expansion of some ethnic restaurant chains should begin to change this.

Operators face ongoing pressure from non-specialists bringing ethnic dishes to their menus. Specialist operators are, however, seeing investment via crowdfunding and private equity, which should bolster the funds they have available for marketing and store expansion. This is important in the face of rising real incomes which could see some diners switch to competing foodservice sectors.

Authenticity remains a key driver for ethnic restaurant/takeaway users. As such, demonstrating expertise in a cuisine and offering customisation offer key ways to differentiate. However, the importance of authenticity represents a real challenge to ethnic restaurant chains against independent operators.

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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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Majority of Brits use ethnic restaurants

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Strong demand for authenticity

78% of users see the need for expert chefs in ethnic restaurants

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