

Menu Flavours - UK - February 2016

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

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“Despite momentum in the economy in 2015, the legacy of the recession means that many consumers remain cautious with their spending. The onus therefore remains on operators to encourage further spending on this category, menu innovation remaining a key strategy.”
– Helena Childe, Senior Foodservice Analyst

This report looks at the following areas:

- Rising consumer expectations
- Harnessing the rise of the 'everyday foodie'
- Driving Americana trend forward in 2016

Menu innovation remains important in a market that still needs to encourage diners to spend as ongoing caution over spending lingers despite improvements in the wider economy.

Furthermore, consumers' willingness to try new dishes and flavours is giving the foodservice market space to be creative when it comes to menu development. For example, regional American cuisines, elevated vegetable dishes, niche ethnic flavours and specialist products such as Asian bao are all trending at the time of writing.

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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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Table of Contents

Overview

What you need to know
Topics covered in this report

Executive Summary

The market
Consumer budgets and spending
The National Living Wage comes into force in 2016
Britain's ageing population
2016 events which could influence menu flavours
Flavour trends
Vegetables
Healthy eating
Mexican cuisine
Snacking and handheld ethnic street food
Dish and ingredient specialists
The consumer
Frequency of eating out
Figure 1: Frequency of eating out, November 2015
Interest in cuisine types
Figure 2: Interest in cuisine types, November 2015
Interest in flavour types
Figure 3: Interest in types of flavours, November 2015
Menu deterrents
Figure 4: Menu deterrents, November 2015
Attitudes towards eating out
Figure 5: Attitudes towards eating out, November 2015
Qualities deemed important for meal occasions
Figure 6: Correspondence analysis – Qualities deemed important for selected meal occasions, November 2015
What we think

Issues and Insights

Rising consumer expectations
The facts
The implications
Harnessing the rise of the 'everyday foodie'
The facts
The implications

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Driving Americana trend forward in 2016

The facts

The implications

The Market – What You Need to Know

Consumer budgets and spending

The National Living Wage comes into force in 2016

2016 events which could influence menu flavours

Ageing population to boost British but hit dining out frequency

Vegetables are a rising star on dinner plates

Elevating the taste perception of vegetables

Spiralised vegetables

Healthy eating trends

Protein

'Clean', natural and fresh product labels

Mexican cuisine

Snacking and handheld ethnic street food

Dish and ingredient specialists

Market Drivers

Consumer budgets and spending

The National Living Wage comes into force in 2016

2016 events expected to influence flavour trends

Ageing population could boost demand for British cuisine but hit frequency of eating out

Figure 7: Trends in the age structure of the UK population, 2010-20

Flavour Trends

Ramped-up veggies

Vegetables get fashionable

Benefits of vegetables on the menu

Elevating the taste perception of vegetables

Vegetable dishes borrow from ethnic cuisines

Spiralised vegetables

Navigating the fickle demand for healthy eating

Focus on choice

Protein

Focusing on what's not in the dish

Dairy alternatives

'Clean', natural and fresh product labels

Mexican cuisine

Enduring interest

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Soft tacos
Dish and ingredient specialists
Snacking and handheld ethnic street food

The Consumer – What You Need to Know

A fifth of adults eat out once a week or more
Mainstream ethnic cuisines still hold strong interest
Interest in niche cuisines
American cuisine expected to see a more regional focus
A third of diners are 'foodies'
Encouraging peer-to-peer recommendations
Spiciness is still a hot trend
Healthy dining considerations
Important qualities differ by meal occasion

Frequency of Eating Out

A fifth of adults eat out once a week or more
Figure 8: Frequency of eating out, November 2015
Fast casual concepts on the rise
Chasing additional meal occasions to encourage more frequent visits

Interest in Cuisine Types

Mainstream ethnic cuisines still hold strong interest
Lesser-known ethnic cuisines appeal
Figure 9: Interest in cuisine types, November 2015
Half of diners would like to see more British cuisine on menus
Mediterranean movers and shakers
Regional American can offer standout

Interest in Flavour Types

Smoky flavours garner the most interest
Barbecue, 'fired' and 'charred'
Adding depth of flavour to vegetable dishes through charring
Smoky flavours through ingredients
Figure 10: Interest in types of flavours, November 2015
Savoury flavours are also in demand, particularly by older diners
Sweet flavours appeal the most to younger diners
Spicy is still a hot trend
Sour flavours are a niche interest

Menu Deterrents

Spiciness: an enticement and a deterrent
Communication and flexibility

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Figure 11: Menu deterrents, November 2015

- Health is a common consideration
- Calorie labels are rarely a turn-off
- 'Freshness' can help operators navigate concerns around health and value for money

Attitudes towards Eating Out

- A third of diners are 'foodies'
- Scope for sides to cater to novelty seekers
- Foodies drive growth of street food markets
- Street food goes mainstream

Figure 12: Attitudes towards eating out, November 2015

- Encouraging peer-to-peer recommendations
- Exploring social media
- Delivering on the visual
- Tie-ups with vloggers and bloggers
- Guiding choice – Descriptions on menus

Qualities Deemed Most Important for Selected Meal Occasions

Breakfast: traditional, filling, convenient, healthy

Figure 13: Correspondence analysis – Qualities deemed most important for selected meal occasions, November 2015

Figure 14: Qualities deemed most important for selected meal occasions, November 2015

- Lunch: healthy, filling, convenient
- Dinner: exciting, indulgent, adventurous
- Portable snack demand
- Correspondence analysis – Methodology

Appendix – Data Sources, Abbreviations and Supporting Information

- Data sources
- Abbreviations
- Consumer research

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