

Attitudes towards Lunch Out-of-home - UK - October 2016

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This report looks at the following areas:

- Consumers are generally time-poor and need nutritious solutions
- Snacks and drinks could capture lunchtime diners
- Frugal mentality likely to see packed lunch usage gain momentum

Mintel's research into out-of-home lunch options shows that consumers are generally time-poor and need nutritious solutions. The market is ruled by the major supermarkets having strong grab-and-go offerings. A look across the shelves in Sainsbury's, Tesco and Marks & Spencer shows the innovation in the out-of-home sector with everything from meal deals to layered salads in jars without breaking the £4 ceiling. Such inventive flavours lead supermarkets to encroach into specialists' territory. A lunch menu centred on snacks accompanied by drinks could also encourage lunchtime diners to try a wider number of dishes and offers growth potential for out-of-home lunch operators. Meanwhile, weakening of consumer confidence is likely to see packed lunch usage gain momentum.



"While the majority of UK adults still buy lunch out of home, an increase in non-users suggests a cautious mind-set as real incomes come under pressure. Restaurants innovate in ordering management technology to rival their grab-and-go competitors for the custom of increasingly time-poor consumers."

– Trish Caddy, Foodservice Analyst

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- Brands ramp up expansion plans

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- Ordering management systems drive spend
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