

Eating Out: The Decision Making Process - UK - July 2017

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“Special-occasion diners value quality of food more than offers while older diners expect low-priced items. Restaurants are moving away from formal and into homely interior designs to create third spaces for diners to feel at home. Fast food outlets may be attracting diners to visit with free Wi-Fi, but it's more important that they offer friendly and quick customer service.”
– **Trish Caddy, Foodservice Analyst**

This report looks at the following areas:

- **More can be done to nudge people towards healthy choices**
- **Create dishes according to people's preferred seating**
- **It's important to encourage over-45s to eat out more**

Although many parts of the foodservice sector have come to rely heavily on promotions to drive footfall during and since the 2008/09 recession, today promotions are all about encouraging brand loyalty, without sacrificing too much margin. The UK's ageing population should prompt operators to target older diners by focusing on features that are important to them, such as low-priced items. Yet special-occasion diners value quality of food more than special offers.

Eating less meat has become mainstream; options to swap healthier sides can help operators push into healthy eating. Selling healthy meals will benefit not only the public good, but also companies' bottom lines. Menus are expected to help diners make clearer choices and menu labelling, to some extent, allows diners to make their own choice between healthy or calorific food and drink.

As the casualisation of eating out continues, there is scope for restaurant venues to move away from formal restaurant designs and into home-like interior designs to create third spaces for diners to feel at home. As for fast food outlets, it's becoming increasingly important that they offer friendly and quick customer service. Free Wi-Fi can attract everyday diners to visit fast food outlets while quiet zones appeal to solo diners at fast food outlets.

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DID YOU KNOW?

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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The Market – What You Need to Know

Eating out operators face rising costs in 2017
Consumer crutch holding up eating out sector

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