

Pub Catering - UK - May 2019

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“A shift to eating locally sourced ingredients will lead to demand for more seasonal varieties of meat, fish and vegetables as well as British-made products on pub menus. However, pubs/bars risk missing vital sales opportunities if they fail to cater to under-45s who choose to stay dry, and still enjoy the experience of consuming high-quality alcohol-free drinks.”

– **Trish Caddy, Senior Foodservice Analyst**

This report looks at the following areas:

- **Families just want to have fun**
- **Baby Boomers' ethical values**
- **18-24 year olds crave new experiences**

While consumers are still most likely to head to a pub or bar for dinner, visitation continues to spread across other mealtimes as pubs/bars strengthen their position as a breakfast/brunch and lunch destination.

As consumers become more health-oriented (particularly around consumption of alcohol) and more value-conscious, food-led pubs have managed to maintain growth by welcoming diners throughout the day, rather than in the evening alone.

Whilst growth in the pub catering sector has moderated, Mintel expects the value of the market to grow by 5% between 2019 and 2023, to reach £8.1 billion.

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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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