



Restaurant and Pub Catering - Ireland - July 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour in the restaurant, bar and pub industry.
- How bars and restaurants have evolved and adapted in response to COVID-19.
- An analysis of the mealtimes and occasions most popular in restaurants vs pubs.
- An examination of what is most important to consumers when dining out of the home and how venues can engage price-sensitive consumers during a COVID-19-induced recession and beyond.

Pubs and restaurants have been hugely impacted by the COVID-19 pandemic given that many were forced to shut their doors in spring 2020 until summer 2020. While many restaurants and pubs have reopened in July 2020, the new social distancing measures have seen businesses adapt and evolve to the new normal. Operators are utilising outdoor spaces like never before including accessing parks and public streets as a way to offer greater seating capacity outdoors. Some operators have received financial help from the government but it will not make up for the losses incurred. Only time will tell how businesses will cope as the year progresses, particularly with the incoming COVID-19-induced recession likely to leave many restaurants and pubs struggling to make ends meet.



"The Irish restaurant and pub sector are under threat due to COVID-19 and establishments are having to spend time and money to adapt to the new normal. This is an uncertain time for businesses, particularly those with limited indoor space as social distancing measures equate to lower capacity."

– Emma McGeown, Senior Food & Drink Analyst

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