

Contract Catering - UK - 2022

Report Price: £1495 | \$1995 | €1800

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This report looks at the following areas:

- The impact of COVID-19 on the UK contract catering market.
- Market sizing and forecasting for the UK contract catering market.
- The sector's development of a hybridised model.
- The role of investment in technology and new practices in the face of competition from delivery platforms.
- How emerging practices will synergise with consumer interest in non-meat food and help address short-term cost pressures.

The emergence of the Omicron variant had a significant impact on contract catering activities during Q4 2021, highlighted by the fact that only 58% businesses involved in accommodation and foodservice activities reported that they were fully trading to the ONS' Business and Insights Conditions Survey during the two weeks to 9 January 2022.

Although the government's response to the latest wave was comparatively lighter, the new variant nonetheless significantly impacted the sector through its effect on consumer engagement and led to an increase in homeworking and disruption to travel activity.

COVID-19 will continue to pose a threat in the near term in this manner, but also more indirectly through its impact on office occupancy and on the retail sector. The pandemic has driven divestment in office and retail property, meaning the sector can no longer rely on its traditional model to serve them.

This has led to a flurry of investment in digitising the sector, enabling contactless service, in addition to planting the foundations for a more direct-to-employee approach to circumvent the barriers imposed by the coronavirus.

Alongside investment in centralised production kitchens, this is opening the door to a hybridised model of catering, better able to incorporate the



"The reopening of the economy benefited contract caterers, paving the beginning of the market's recovery in 2021. The year also highlighted the substantial impact of COVID-19 on the sector and its continued susceptibility to the outbreak."

– Francesco Salau, B2B Analyst

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operational agility and contractual flexibility necessary to adapt to the pandemic.



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