

# Eating Out Review - UK - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on the foodservice market, with a focus on consumers' decision-making process.
- The annual changes in consumers' foodservice usage and purchasing habits.
- Consumers' attitudes and behaviours towards food outlets/restaurants, with a special focus on "foodies" (ie food-loving consumers).
- Ethical priorities in foodservice.

More than half (52%) of consumers say that they only sometimes try new food outlets/restaurants and a further 34% rarely or never do so. Consumers know what they like and stick to restaurants they trust, with many remaining loyal to well-known brands that have extended their reach by developing new channels of distribution during the pandemic.

COVID-19 has well and truly accelerated the shift towards home delivery services and consumers now have more choice than ever before. Half of Britons ordered takeaways from fast food burger/chicken outlets in 2021, reaching the highest point since we started to track this measure in May 2017.

One of the main threats facing the foodservice market is the impact of rising living costs on consumers, which could impact discretionary expenditure on areas such as eating out. Operators are also facing their own inflationary pressures, which is likely to cause an increase in menu prices. 77% of foodservice consumers would cut back on eating out/ordering takeaways if prices increase.

Yet, many people are still tempted out by an increasingly diverse and high quality dining scene. Consumers are now making intentional and mindful choices about when they spend money on food outlets/restaurants, as 76% of consumers agree that eating out/ordering takeaway is a good way to celebrate special occasions.



"COVID-19 has accelerated the shift towards home delivery services. Many people are tempted out by an increasingly diverse and high quality dining scene, with on-premise participation driven by consumers making intentional and mindful choices about when they spend money on food outlets/restaurants."

– **Trish Caddy, Senior Foodservice Analyst**

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