

Attitudes towards Lunch Out-of-home - UK - June 2021

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This report looks at the following areas:

- The impact of COVID-19 on the lunch out-of-home (foodservice) market.
- Lunch out-of-home participation and venues used for takeaways in the last 12 months.
- Factors that influence consumers' decision-making when eating/ordering lunch out-of-home.
- Consumers' attitudes towards lunch out-of-home service channels, including click-and-collect and drive-through.
- How the pandemic will shape workplace catering in future.

40% of workers say that they miss their workplace's food and drink perks, rising to 59% of those who have access to a workplace canteen.

Office closures and stay at home mandates have resulted in more people making their own lunches at home rather than buying them from workplace canteens or foodservice outlets situated on high streets. This trend is likely to continue beyond the pandemic, with many consumers expecting to continue to work from home for at least part of the week, and therefore this will result in some consumers exiting the out-of-home lunch market or reducing the frequency of their usage of lunchtime food outlets.

The pandemic has not only seen consumers become used to spending less on everyday lunches; it has also seen many replace small shops and regular visits to high streets with big supermarket shops. Some consumers are unlikely to break this habit anytime soon, and this will see supermarkets provide greater competition to the foodservice market. 36% of Britons have bought ready-to-eat food from a supermarket/convenience store in the past year, rising to 42% amongst those in a tight financial situation.

As people become more confident with making their own lunches, it is vital for operators to reach the customers who have acquired a taste for premium foods, whether it be through offering dishes cooked to perfection using



“COVID-19 is expected to have long-lasting consequences for how and where people work, and some out-of-home lunch expenditure will be redistributed to foodservice venues within suburban and rural areas due to the expected decline in commuting into cities.”

– Trish Caddy, Senior Foodservice Analyst – 19 May 2021

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specialised techniques or unique food pairings with a 'wow' factor, as opposed to sandwiches and salads that may be considered easy to make at home.

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