

# Attitudes towards Pub Catering - UK - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on the pub catering market.
- Consumers' typical spend on pub dinners.
- Pub menu types consumers are most interested in.
- Consumers' attitudes regarding dining in pubs.
- Attitudes towards digital payment/ordering services in pubs.

More than a fifth of pub diners say they typically spend more than £15 on a pub dinner. While some consumers are exercising cautious spending habits, others are likely to invest in high-value experiences such as premium pub meals.

Visiting a pub for a meal or drinks became a more formal experience as a result of the pandemic with the government enforcing table service and the serving of a substantial meal alongside alcoholic drinks during pubs' reopening phase. Although this was a temporary transition, many pubs enhanced their food offering and service level to comply with these rules and welcome back customers. This will be one of the main legacies of the pandemic for pubs as they continue with such practices to allow them to justify more premium pricing.

Staff and product shortages present a threat to the UK pub sector. Although the government is providing pubs and the rest of the hospitality sector with financial support, the looming threat of further virus outbreaks and consequent lockdowns would result in many pubs struggling to survive.

However, there remains great potential for pubs to capitalise on consumer demand for the pub dining experience. Those willing to spend more on pub dinners are more likely to be interested in themed food nights and sharing platters, highlighting opportunities for pubs to develop premium menus and events suited to group socialising.



"COVID-19 has encouraged consumers to seek out high-quality experiences as well as support businesses in their local area."

– Narmada Sarvanantha,  
Leisure Analyst

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