This report looks at the following areas:

- The impact of the cost-of-living crisis on the burger and chicken fast food outlet and restaurant market.
- How the current COVID-19 recovery phase will shape burger and chicken foodservices in future.
- Changes in burger and chicken foodservice participation and frequency.
- Factors that influence consumers' decision-making when visiting burger and chicken fast food outlets and restaurants.
- Interest in emerging fast food trends and concepts.

As 53% of Britons agree that fast food outlets/restaurants should offer a discount on items that are low in fat, salt or sugar, rewards can be good for motivating better-for-you food choices. Fast food operators can also find the right balance between health and indulgence, for instance by offering meal deals that give consumers the option to choose from a variety of options.

The rising cost of living will prolong the market’s recovery following the pandemic as consumers seek to rein in discretionary expenditure. However, the sector will also benefit from consumers trading down for more expensive alternatives in the foodservice market. Promotions and deals will continue to have a strong influence on consumers’ decision-making process in this sector.

The previous income squeeze that followed the 2008/09 recession saw fast food operators focus on maintaining low pricing or even discounting in some cases in order to retain their appeal. However, this will not be a feasible strategy for most operators this time around due to the significant rise in costs they are facing, which has even forced leading chains to increase the price of entry menu items.

Rather than offering a blanket discount across the menu, there is an opportunity for operators to adopt a targeted pricing strategy that involves lowering the costs of specific items for a limited time period, thereby boosting

“Consumer behaviour within the fast food market continues to be polarised, as some associate value with low-cost food, and others associate it with high-quality burgers and chicken.”

– Trish Caddy, Senior Foodservice Analyst, August 2022
footfall. This tends to be in the form of a mobile app campaign that offers deals and promotions to app users by rewarding this target group with discounts or letting them earn credits towards free food/drink.
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