

Burger and Chicken Restaurants - UK - 2022

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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**

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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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Table of Contents

OVERVIEW

- Key issues covered in this Report
- Market context
- Products covered in this Report

EXECUTIVE SUMMARY

- **The five-year outlook for burger and chicken outlets/ restaurants**
Figure 1: Category outlook for burger and chicken fast food outlets and restaurants, 2022-27
- **The market**
- **Total market is expected to rise by 18% in 2022**
Figure 2: UK forecast for the value of the UK burger and chicken fast food outlets and restaurants market, at current prices, 2017-27
- **Burger outlets and restaurants on track to reach £5 billion in 2022**
Figure 3: UK forecast for the value of the UK burger fast food outlets and restaurants market, at current prices, 2017-27
- **Chicken outlets and restaurants set to reach £2.3 billion in 2022**
Figure 4: UK forecast for the value of the chicken fast food outlets and restaurants market, at current prices, 2017-27
- **Companies and brands**
- **McDonald's is Britons' favourite fast food brand**
Figure 5: Key metrics for selected brands, 2022
- **Burger and chicken brands were food-focused in their 2021 adspend**
Figure 6: Advertising spending, by selected burger and chicken brands, 2018-22
- **The consumer**
- **Two in three used a burger or chicken outlet or restaurant**
Figure 7: Changes in venues visited, 2017-22
- **Overall participation in using fast food outlets/restaurants fell in 2022**
Figure 8: Changes in venues visited, 2016-22
- **Consumers have moderated usage to combat rising cost of living**
Figure 9: Changes in frequency of most popular brands, 2019-22
- **Takeaway options more accessible than ever**
Figure 10: Interest in fast food innovation, 2022

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- **Two fifths of fast food consumers eating less meat**
Figure 11: Fast food and dietary behaviours, 2022
- **Consumers seek to stretch their budgets further**
Figure 12: Impact of money concerns on fast food behaviours, 2022
- **Animal welfare is highly rated as important**
Figure 13: Attitudes towards animal welfare standards, by age, 2022
- **The value of healthy and filling fast food**
Figure 14: Factors impacting choice of fast food, 2022
- **Becoming a more halal-conscious fast food industry**
Figure 15: Vegan fast food attitudes, by factors impacting choice of fast food, 2022

ISSUES AND INSIGHTS

- **Pricing influences fast food choices in an inflationary environment**
- **How different age groups recognise fast food convenience**
- **Promotions needed to drive healthier fast food choices**

MARKET SIZE AND PERFORMANCE

- **Burger and chicken foodservice market 2.6% shy of 2019 value**
Figure 16: Market size for value of burger and chicken fast food outlets or restaurants, 2017-22
- **Burger outlet and restaurant market expected to fall £200 million of its 2019 value**
Figure 17: Market size for value of burger fast food outlets or restaurants, 2017-12
- **Chicken outlets and restaurants to reach 2019 sales level in 2022**
Figure 18: Market size for value of chicken fast food outlets or restaurants, 2017-22

MARKET FORECAST

- **The five-year outlook for burger and chicken fast food outlets and restaurants**
Figure 19: Category outlook for burger and chicken fast food outlets and restaurants, 2022-27
- **Total market set to reach £9 billion in 2027 despite economic headwinds**
Figure 20: UK forecast for the value of the UK burger and chicken fast food outlets and restaurants market, at current prices, 2017-27

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Burger fast food outlets and restaurants on track to reach £6 billion in 2027**

Figure 21: UK forecast for the value of the UK burger fast food outlets and restaurants market, at current prices, 2017-27

- **Chicken fast food outlets and restaurants on track to reach £2.7 billion in 2027**

Figure 22: UK forecast for the value of the chicken fast food outlets and restaurants market, at current prices, 2017-27

- **Learnings from the last income squeeze**
- **Forecast methodology**

MARKET DRIVERS

- **Eating out remains a key discretionary spending area...**

Figure 23: Participation in food and drink-related leisure activities in the last month, 2019-22

- **...but consumer confidence has been shaken**

Figure 24: Consumer spending priorities (after bills and essential items) – eating out, 2017-22

- **Inflation is the key concern for consumers and brands...**
- **...and will weigh down the post-COVID recovery**
- **Consumer spending power will be curbed**
- **The conflict in Ukraine is hurting the UK economy in a number of ways**
- **Employment has held up better than expected**
- **Consumers' financial wellbeing has fallen from the highs of 2021...**

Figure 25: Household financial wellbeing index, 2016-22

- **...and most people are feeling the effects of price rises**

Figure 26: Impact of inflation on McDonald's menu pricing, 2022

LAUNCH ACTIVITY AND INNOVATION

- **Deals and discounts are the order of the day**
- **Digitising the fast food channel**

ADVERTISING AND MARKETING ACTIVITY

- **Burger and chicken brands were food-focused in their 2021 adspend**

Figure 27: Advertising spending, by selected burger and chicken brands, 2018-22

- **Recruitment is the main focus for 2022's adspend**
- **Nielsen Ad Intel coverage**

What's included

Executive Summary

Full Report PDF

Infographic Overview

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BRAND RESEARCH

- Brand map**
Figure 28: Attitudes towards and usage of selected brands, 2022
- McDonald's is Britons' favourite fast food brand**
Figure 29: Key metrics for selected brands, 2022
- Higher income groups drive usage**
Figure 30: Usage of brands in the last 12 months, by socio-economic group and household income, 2022
- Younger generations are core users**
Figure 31: Usage of fast food brands in the last 12 months, by generation, 2022
- Brand attitudes: opportunities to enhance healthy perceptions**
Figure 32: Attitudes, by brand, 2022
- Brand personality: big chains lead in accessibility**
Figure 33: Brand personality – macro image, 2022
- Brand personality: Nando's shows that fast food can be special**
Figure 34: Brand personality – micro image, 2022

CHANGES IN OVERALL USAGE

- Two in three used a burger or chicken outlet or restaurant**
Figure 35: Changes in venues visited, 2017–22
- Some well-off consumers have exited the burger foodservice market**
Figure 36: Changes in any burger outlet/restaurant visited, by financial status, 2018–22
- Chicken foodservice meets the needs of worse-off consumers**
Figure 37: Changes in any chicken outlet/restaurant visited, by financial status, 2018–22

CHANGES IN VENUES VISITED

- Rising order value insulates market from decline in usage**
Figure 38: Changes in venues visited, 2016–22
- Narrower repertoires as people stick to what they know and like**
Figure 39: Changes in repertoire of venues visited, 2019–22
- Younger Britons use more fast foodservices**
Figure 40: Repertoire of venues visited, by age, 2022

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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CHANGES IN FREQUENCY

- **Consumers have moderated usage to combat rising cost of living**

Figure 41: Changes in frequency of most popular brands, 2019-22

- **Deals and promotions help McDonald's increase frequency of usage**

Figure 42: Frequency of using popular burger and chicken brands, 2022

FACTORS IMPACTING CHOICE OF FAST FOOD OUTLET

- **The value of healthy and filling fast food**

Figure 43: Factors impacting choice of fast food, 2022

- **Becoming a more halal-conscious fast food industry**

Figure 44: Vegan fast food attitudes, by factors impacting choice of fast food, 2022

- **Low cost and nearby location appeal to two thirds of fast food consumers – TURF analysis**

Figure 45: Factors impacting choice of fast food – TURF Analysis, 2022

INTERESTS IN FAST FOOD INNOVATION

- **Technology drives faster foodservice convenience**
- **Mobile payments enable seamless spending**
- **Takeaway options more accessible than ever**

Figure 46: Interest in fast food innovation, 2022

- **Emerging concepts that broaden appeal**
- **Time-limited offers appeal to 16-44s**
- **Unusual condiments appeal to 16-34s**
- **Bun alternatives appeal to women**

TARGETING FLEXITARIANS

- **Two fifths of fast food consumers eating less meat**

Figure 47: Fast food and dietary behaviours, 2022

- **Flexitarianism drives demand for vegan options**

Figure 48: Vegan fast food behaviours, by eating less meat behaviours, 2022

- **Flexitarians expect variety of vegetarian choices**

Figure 49: Vegetarian behaviours, by eating less meat behaviours, 2022

Figure 50: Interests in vegetarian fast food, by eating less meat behaviours, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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APAC +61 (0) 2 8284 8100

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TARGETING VALUE SEEKERS

- **Consumers seek to stretch their budgets further**
Figure 51: Impact of money concerns on fast food behaviours, 2022
- **Dark kitchen fast food offers value for money**
Figure 52: Attitudes towards fast food, 2022
- **Cost-conscious consumers drive demand for discounted healthy options**
Figure 53: Attitudes towards discounts on fast food items that are low in fat, salt or sugar, 2022
- **Retailers responsive to foodservice trends**
Figure 54: Aldi's McDonald's-inspired range of fast food items, from £1.49, 2022
Figure 55: Price comparison between Aldi and McDonald's, 2022
Figure 56: Attitudes towards fast food – CHAID – Tree output, 2022

SUSTAINABLE FAST FOOD FUTURE

- **Animal welfare is highly rated as important...**
Figure 57: Attitudes towards animal welfare standards, by age, 2022
- **...but consumers are divided on value of British ingredients**
Figure 58: Behaviours towards British ingredients, 2022
- **'Locavore' interest drives demand for local food supply**
Figure 59: Attitudes towards shortages in the supply of ingredients, by age, 2022
- **Impact of the 'yuck' factor on sustainability**
Figure 60: Interest in edible food waste, by age, 2022

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**
- **CHAID analysis Methodology**
Figure 61: Attitudes towards fast food – CHAID – Table output, 2022
- **TURF analysis methodology**
Figure 62: Table – TURF Analysis – Burger and Chicken Restaurants, 2022

APPENDIX – FORECAST METHODOLOGY

- **Market forecast and prediction intervals**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 63: Market forecast for the value of the burger and chicken fast food outlets and restaurants market, 2017-27

Figure 64: Market forecast for the value of the burger and chicken fast food outlets and restaurants market, 2021-27

Figure 65: Market forecast for the value of the burger fast food outlets and restaurants market, 2017-27

Figure 66: Market forecast for the value of the burger fast food outlets and restaurants market, 2021-27

Figure 67: Market forecast for the value of the chicken fast food outlets and restaurants market, 2017-27

Figure 68: Market forecast for the value of the chicken fast food outlets and restaurants market, 2021-27

- **Market drivers and assumptions**
- **Forecast methodology**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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