

Attitudes towards Lunch Out-of-home - UK - 2022

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This report looks at the following areas:

- The impact of the cost-of-living crisis on the lunch out-of-home (foodservice) market, including consumers' preference to eat packed lunch.
- How the current COVID-19 recovery phase will shape lunch out of home in future, including workplace catering.
- 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.

64% of consumers would prefer to bring a packed lunch to eat out of home than buy lunch from a food outlet/restaurant. This stems from the cost-of-living crisis that is putting pressure on consumers' willingness and ability to purchase ready-made lunches from foodservice establishments, resulting in them favouring lower-cost alternatives.

Lunchtime foodservice operators' margins have been squeezed more than ever before having felt the brunt of the pandemic, Brexit, VAT returning to 20% from 1 April 2022 and now unprecedented increases in fuel/energy and ingredient costs. This has resulted in a significant increase in prices, even at the budget end of the market with the likes of Greggs and McDonald's already raising prices of some items more than once this year.

Stay-at-home mandates have encouraged people to spend time developing food preparation/cooking skills, and many will continue with this beyond the pandemic. With 47% of at-home lunch consumers eating lunchtime meals made completely from scratch, followed by 41% eating leftovers for lunch (see Mintel Report Attitudes towards Lunch at Home – UK, 2022), the lunch out-of-home



“Due to the squeeze on lunchtime foodservice operators' margins and people spending less money on out-of-home lunches, a strong value proposition becomes ever more important to ensure that lunchtime foodservice operators are able to justify their menu prices, especially if they are passing on rising food costs to customers.”

– Trish Caddy, Senior Foodservice Analyst

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market must also contend with Britons' preference towards eating lunch at home.

A strong value proposition becomes ever more important to ensure that lunchtime foodservice operators are able to justify their menu prices, especially if they are passing on rising food costs to customers. Instead of simply raising menu prices across the board, lunchtime foodservice operators should remain competitive on core items that are price-sensitive for consumers and pass on most of their cost increases through non-core items, such as time-limited offers.

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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 the lunch out-of-home (foodservice) market**
Figure 1: Category outlook for lunch out of home (foodservice), 2022-27
- **The market**
- **Impact of price rises on lunch out-of-home market**
Figure 2: Impact of price rises/shortages, 2021 and 2022
- **Impact of at-home lunch participation on consumer behaviour**
Figure 3: Participation in lunch at home, 2022
- **Companies and brands**
- **Micro-markets offer effortless on-the-go experience**
- **Prepaid cards offer flexibility for employers to manage staff perks**
- **The consumer**
- **On-premise lunch dining saw 15 percentage points increase in 2022**
Figure 4: Annual changes in lunch out-of-home purchase methods, 2021 and 2022
- **Takeaway consumers are now spreading usage across more venues**
Figure 5: Annual changes in lunch takeaway venues used, 2021 and 2022
- **COVID-19 in the rear-view mirror**
Figure 6: Annual changes in lunch out-of-home purchase drivers, 2021 and 2022
- **Scope for 'micro-market' lunchtime food outlets in cities**
Figure 7: Interest in lunch out-of-home innovations, 2022
- **More than half prefer grazing throughout the day**
Figure 8: Lunch out-of-home behaviours, 2022
- **Workers want greater lunchtime convenience**
Figure 9: Workers' lunch out-of-home behaviours, 2022
- **Three quarters of workers bring packed lunch to work...**
Figure 10: Workers' packed lunch usage, 2022
- **...mostly to save money**
Figure 11: Workers' packed lunch motivators, 2022

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ISSUES AND INSIGHTS

- Four lunchtime habits in an inflationary environment
- Eating lunch at home
- Bringing packed lunches to eat away from home
- Turning to 'saver' menu deals
- 'More' is value for money
- Two lunchtime offerings for reaching younger consumers
- The convenience of automated solutions
- The preference to graze throughout the day
- Three strategies for workplace catering
- Hassle-free pre-ordering options
- Top-up prepaid cards
- Offer sustainable packaging

MARKET DRIVERS

- Households really feeling the pinch
Figure 12: Impact of price rises/shortages, 2021 and 2022
- Impact of at-home lunch participation
Figure 13: Participation in lunch at home, 2022
- The conflict in Ukraine will hurt the UK economy
- GDP reached pre-pandemic levels in November 2021...
- ...but the post-COVID-19 bounce-back will be followed by a period of slower growth
- Employment has held up better than expected
- Inflation is the key concern for 2022 for consumers, brands and the economy
- Consumers' financial wellbeing has slipped from its recent high point...
Figure 14: Household financial wellbeing index, 2016-22
- ...and concerns over inflation are coming to the fore

MARKET SHARE

- Greggs catching up with Subway in the sandwich/grab-and-go market
Figure 15: Selected lunch foodservice brands, by number of outlets, 2012-22
- Foodservice stream accounts for 59% of EG's gross profit in 2021
Figure 16: Selected motorway service operators, by number of motorway service stations, 2021 and 2022

LAUNCH ACTIVITY AND INNOVATION

- Foodservices lead resurgence of in-store catering in supermarkets

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- Asda to launch 'mini' stores with Greggs and Subway
- Boparan casualises restaurant brands for food hall format
- Loss-leader pricing strategy helps drive footfall
- Micro-markets offer effortless on-the-go experience
- Prepaid cards offer flexibility for employers to manage staff perks

ANNUAL CHANGES IN LUNCH OUT-OF-HOME PURCHASE METHODS

- On-premise lunch dining saw 15 percentage points increase in 2022

Figure 17: Annual changes in lunch out-of-home purchase methods, 2021 and 2022

- Majority of OOH lunchtime consumers bought from foodservices

Figure 18: Annual changes in foodservice vs supermarket purchase methods, 2021 and 2022

ANNUAL CHANGES IN TAKEAWAY VENUES USED

- Takeaway consumers are now spreading usage across more venues

Figure 19: Annual changes in lunch takeaway venues used, 2021 and 2022

ANNUAL CHANGES IN PURCHASE DRIVERS

- Pricing influences OOH lunch choices in an inflationary environment

Figure 20: Annual changes in lunch out-of-home purchase drivers, 2021 and 2022

- Options beyond pricing by age groups
- Filling food for 16-44 year olds
- Older consumers are steered by what they know
- COVID-19 in the rear-view mirror

INTEREST IN LUNCH OUT-OF-HOME INNOVATIONS

- Scope for 'micro-market' lunchtime food outlets in cities...

Figure 21: Interest in lunch out-of-home innovations, 2022

- ...with demand driven by lunchtime takeaway consumers

Figure 22: Lunch takeaway venues used, by interest in lunch out-of-home innovations, 2022

LUNCH OUT-OF-HOME BEHAVIOURS

- More than half enjoy trying new menu items

Figure 23: Lunch out-of-home behaviours, 2022

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Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **More than half prefer grazing throughout the day**
- **Packed lunches threaten OOH foodservices**
Figure 24: Attitudes towards Lunch Out of Home – CHAID – Tree output, 2022

WORKERS' LUNCH BEHAVIOURS

- **Almost half of workers enjoy up to a one-hour break**
Figure 25: Length of main break at work, 2022
- **Pubs and restaurants can adapt to suit hour-long lunchbreaks**
Figure 26: Lunch takeaway venues used, by length of main break at work, 2022
- **Workers want greater lunchtime convenience**
Figure 27: Workers' lunch out-of-home behaviours, 2022
- **Three quarters of workers bring packed lunch to work...**
Figure 28: Workers' packed lunch usage, 2022
- **...mostly to save money**
Figure 29: Workers' packed lunch motivators, 2022

WORKPLACE CATERING

- **Two fifths of workers have access to a staff canteen**
Figure 30: Availability of workplace canteen, 2022
Figure 31: Job seeking intentions, 2021
Figure 32: Reasons for looking for a new job, 2021
- **Scope for staff canteens to innovate**
- **Meal plans offer hassle-free pre-ordering options**
- **Prepaid cards allow employers to manage staff benefits**
- **Staff canteen users gravitating towards sustainable packaging**
Figure 33: Interest in lunch out-of-home innovations, by availability of workplace canteen, 2022

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**
- **CHAID analysis methodology**
Figure 34: Attitudes towards Lunch Out of Home – CHAID – Table output, 2022

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