

Ethnic Restaurants and Takeaways - UK - 2023

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This report looks at the following areas:

- The impact of inflation on the ethnic restaurant and takeaway market.
- Changes in ethnic restaurant and takeaway usage, popular cuisines and ordering channels.
- Consumers' interest in emerging ethnic cuisines.
- Consumers' attitudes towards ethnic restaurants and takeaways.

Ethnic restaurant and takeaway operators continue to broaden their services and develop more agile formats to meet consumers where they are. The proportion of adults interested in ordering ethnic takeaway food from a food truck has risen from 28% in 2021 to 35% in 2023, while the number interested in ordering ethnic takeaway food from a pop-up restaurant/takeaway has grown by three percentage points to reach 39% in 2023.

Ethnic foodservice sales have become more hard-earned than before, as operators are challenged to offer competitive deals and promotions whilst battling rising costs. 9 in 10 consumers would be likely to take some form of cost-cutting measures related to using ethnic restaurants or takeaways if they needed to save money, which highlights that the market is far from immune to the effects of the cost of living crisis.

Chinese and Indian cuisines are becoming slightly less popular as 32% of consumers agree that emerging cuisines are more exciting than established ones. Efforts to modernise both Chinese and Indian cuisines will become even more crucial if they are to retain popularity.

As the lines between leisure and foodservice categories continue to blur, this unlocks an opportunity for greater collaboration that will enable operators to deliver a far more fun and exciting going-out experience than ever before. For example, more ethnic foodservice operators may branch out into leisure venue catering through offering white label foodservices.



"Higher consumer confidence about dining in at restaurants since the pandemic has resulted in some consumers using takeaway services less often."

- Trish Caddy, Principal Analyst – Foodservice, April 2023

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Table of Contents

OVERVIEW

- **Key issues covered in this Report**
- **Products covered in this Report**

EXECUTIVE SUMMARY

- **The five-year outlook for the ethnic foodservice market**
Figure 1: Category outlook, 2023-27
- **The market**
- **Market size and forecast**
Figure 2: UK ethnic foodservice market total value, 2017-27
- **Dine in sector on track to reach 2019 levels by 2024**
Figure 3: UK ethnic foodservice (eat-in) market total value, 2017-27
- **Popularity of ethnic takeaways to insulate market from cutbacks**
Figure 4: UK ethnic foodservice (takeaway) market total value, 2017-27
- **Ethnic foodservice operators boost employee retention**
Figure 5: UK Job Vacancies (thousands) - accommodation and food services activities, 2012-22
- **Companies and brands**
- **Market share**
Figure 6: number of selected ethnic restaurant outlets, 2019-23
- **The consumer**
- **Chinese and Indian continue to face challenges from emerging cuisines**
Figure 7: Annual changes in types of ethnic restaurant or takeaway used, 2018-23
- **Rising costs impact consumers' decision-making process**
Figure 8: Impact of cost of living crisis on eating in/ordering a takeaway from an ethnic restaurant or takeaway, 2023
- **The biggest ethnic flavour trends**
Figure 9: Interest in ordering emerging cuisines, 2023
- **New ways to access ethnic takeaways**
Figure 10: Ethnic takeaway ordering channels, 2021-23
- **Attitudes towards ethnic foodservices**
Figure 11: Attitudes towards ethnic cuisines, restaurants and takeaways, 2023

What's included

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ISSUES AND INSIGHTS

- **The impact of cost of living crisis on ethnic restaurants and takeaways**
- **Ethnic cuisines more accessible than ever**
- **Gaps in the ethnic restaurants and takeaways market**
- **Retail ranges**
- **White label services**
- **Hybrid meals**

MARKET SIZE AND PERFORMANCE

- **UK ethnic foodservice market's current trading remains strong**

Figure 12: UK forecast for the value of the ethnic foodservice market, at current prices, 2017-22

MARKET FORECAST

- **The five-year outlook for the ethnic foodservice market**
Figure 13: Category outlook, 2023-27
- **Demand for dining out continues to recover whilst takeaways performing well above pre-pandemic levels**
Figure 14: UK ethnic foodservice market total value, 2017-27
- **Dine-in sector on track to reach 2019 levels by 2024**
Figure 15: UK ethnic foodservice (eat-in) market total value, 2017-27
- **Popularity of ethnic takeaways to insulate market from cutbacks**
Figure 16: UK ethnic foodservice (takeaway) market total value, 2017-27
- **Learnings from the last income squeeze**
Figure 17: Ethnic restaurants and takeaways market size, 2009-13
- **Forecast methodology**

MARKET DRIVERS

- **Headwinds impacting ethnic restaurants and takeaways**
- **Shortage of skilled chefs**
- **Cost of energy accounting for third of diner's restaurant bill**
Figure 18: UK Job Vacancies (thousands) - accommodation and food services activities, 2012-22
- **Foodie-ism drives adventurous eating**
Figure 19: Food attitudes and behaviours, 2016-23
- **Inflation will continue to eat into consumer spending power over the course of 2023**
- **Further interest rates increases will hit mortgage-holders**

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- High inflation and rising interest rates will compound the impact of the slowing recovery
- Consumer spending power will be curbed
- Low unemployment is helping underpin salary increases
- Consumers' financial wellbeing has fallen from the highs of 2021...

Figure 20: Household financial wellbeing index, 2016-23

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

MARKET SHARE

- Casual dining brands go big

Figure 21: number of selected ethnic restaurant outlets, 2019-23

- Healthy concepts take root
- Fast foods grow their drive-through footprint

Figure 22: Number of selected growth ethnic restaurants, 2023

- North is where it's at

LAUNCH ACTIVITY AND INNOVATION

- Elevated ethnic concepts

- Indian

Figure 23: Gunpowder to open Empire Empire in late spring 2023

- Ocakbasi
- Southeast Asian
- Mediterranean
- Fusion
- Flavoured chips
- Vegan options

Figure 24: Examples of plant-based dim sum items by OmniFoods, as seen at Hotel, Restaurant & Catering 2023

- New marketing strategies
- Omni-channel
- Student hub
- Discount voucher
- Free food
- Stickers
- Gaming app marketing
- Expanding dayparts
- Breakfast
- All-day snacking
- Late-night

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- **Beyond high streets**
- **Drive-throughs**
- **Kiosks in supermarkets**
- **Airport catering**
- **Shopping centres**
- **Food halls**

Figure 25: KellyDeli partnered with Tesco to launch Kelly's Market, 2023

- **Delivery-only**
- **Pub catering**
- **White labelling and franchising**
- **Retail ranges**

ANNUAL CHANGES IN OVERALL USAGE

- **Takeaways remain popular despite increased dine-in participation**

Figure 26: Eat-in vs takeaway/home delivery usage, 2019-23

ANNUAL CHANGES IN POPULARITY OF CUISINE TYPES

- **Chinese and Indian continue to face challenges from emerging cuisines**

Figure 27: Annual changes in types of ethnic restaurant or takeaway used, 2018-23

- **Eat-in participation has held up**

Figure 28: Annual changes in eat-in usage, 2019-23

- **Ethnic takeaway usage has reduced after pandemic-induced spike**

Figure 29: Annual changes in takeaway/home delivery usage, 2019-23

- **Slightly narrower repertoires as Britons become more risk averse**

- **Eat-in**

Figure 30: Annual changes in repertoire of types of ethnic venues visited for takeaway/home delivery, 2021-23

- **Takeaway**

Figure 31: Repertoire of types of ethnic venues visited to eat in, 2021-23

IMPACT OF THE COST OF LIVING

- **Rising costs impact consumers' decision-making process**

Figure 32: Impact of cost of living crisis on eating in/ordering a takeaway from an ethnic restaurant or takeaway, 2023

What's included

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Full Report PDF

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EMERGING CUISINES

- **Opportunity to tempt adventurous eaters with exciting ethnic cuisines**
Figure 33: Interest in ordering emerging cuisines, 2023
- **Korean BBQ**
Figure 34: Interest in ordering Korean cook-your-own BBQ, 2023
Figure 35: Pochawa Grill in London's Chinatown, 2023
- **Japanese robata**
Figure 36: Interest in ordering Japanese robata, 2023
- **African regional cuisines**
Figure 37: Interest in ordering West African jollof rice, 2023
- **Taiwanese snacks**
Figure 38: Behaviours towards Taiwanese wheelcake, 2023
Figure 39: Interest in ordering Taiwanese bubble tea, 2023
- **Sri Lankan**
Figure 40: Interest in ordering Sri Lankan hopppers, 2023
- **Caribbean**
Figure 41: Interest in ordering Latin American/Caribbean yuca fries, 2023
- **Raw fish concepts**
Figure 42: Interest in ordering poke and ceviche, 2023

ETHNIC TAKEAWAY ORDERING CHANNELS

- **Ethnic takeaways continue to complement at-home dining**
Figure 43: Ethnic takeaway ordering channels, 2021-23
- **Agile takeaway formats that go to where consumers are**
- **Mobile concepts**
- **Multi-functions**

ATTITUDES TOWARDS ETHNIC RESTAURANTS AND TAKEAWAYS

- **Adventurous eaters first seek to establish a foothold**
Figure 44: Attitudes towards ethnic cuisines, restaurants and takeaways, 2023
- **Scope for retail crossover**
Figure 45: Attitudes towards ethnic cuisines, restaurants and takeaways, 2023
- **Demand for greater value for money**
Figure 46: Attitudes towards ethnic cuisines, restaurants and takeaways, 2023
- **Enjoyment and control top of mind**
Figure 47: Attitudes towards ethnic cuisines, restaurants and takeaways, 2023

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Full Report PDF

Infographic Overview

Powerpoint Presentation

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APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

APPENDIX – FORECAST METHODOLOGY

Figure 48: UK ethnic foodservice market total value, 2017-27

Figure 49: UK ethnic foodservice market forecast and prediction intervals, 2022-27

Figure 50: UK ethnic foodservice (eat-in) market total value, 2017-27

Figure 51: UK ethnic foodservice market (eat-in) forecast and prediction intervals, 2022-27

Figure 52: UK ethnic foodservice (takeaway) market total value, 2017-27

Figure 53: UK ethnic foodservice market (takeaway) forecast and prediction intervals, 2022-27

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

What's included

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