

## Contract Catering - UK - September 2014

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“Market conditions remain tough with consumers’ ongoing price sensitivity in this sector continuing to exert pressure on operators’ margins. Operators therefore should remain focused on menu innovation trends in order to trigger consumers’ ‘want to buy’ mentality.”  
– Helena Childe, Senior Foodservice Analyst

### This report looks at the following areas:

- Proactively demonstrating value-for-money cues could help caterers win market share
- Caterers that communicate their product range more regularly could reap rewards
- Tapping into consumers’ ‘want to buy’ mentality through menu innovation

The contract catering industry is expecting some improved market conditions in 2014 due to factors such as the economic recovery in the UK and improvement in employment figures. Sectors such as state education should also benefit from the advent of Universal Infant Free School Meals in September 2014. However, public cuts and budget freezes in other areas continue to intensify market conditions.

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