

Eating Out Review - UK - June 2015

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The eating out market continues to grow modestly and has largely held its own as a key area of discretionary expenditure. However, the share of people deeming eating out as their top spending priority shows a downward trend.

This report looks at the following areas:

- Cultivating spontaneous dining out habits
- Operators turn to fresh, 'real' food in a competitive landscape
- Foodservice sector faces competition from retail channel

Frequency of eating out is on the rise linked to the casualisation of dining out of home. Despite rising consumer confidence, the different dining out sectors face challenges. For example, food's share of total pub sales has been increasing as many leading operators remain committed to growing their food sales, but this sector faces a threat from the expansion of casual dining venues.

Restaurants are better placed than takeaways to benefit from rising consumer confidence and spending power in 2015 due to the placed on dining out of home; a quarter of diners would be willing to buy more expensive dishes at restaurants, whilst a fifth would do the same at takeaways/home deliveries.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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