

Eating Out: The Decision Making Process - UK - July 2019

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“High quality of food is no longer a luxury but an expected standard for restaurants and takeaways. As such, operators need to pivot away from a focus on convenience to instead capture the simple joy of eating outside of the home.”

– **Trish Caddy, Senior Foodservice Analyst**

This report looks at the following areas:

- **Segmentation of “missions”**
- **Technology in foodservice**
- **Product quality matters**

Consumer behaviour within the eating out market is becoming increasingly polarised. People who are struggling financially are cutting back on visiting restaurants. Meanwhile more affluent consumers are eating out and ordering takeaways more often than a year ago.

However, it is the rise of the takeaway industry that has fuelled growth in the eating out sector, with more than a quarter of consumers now ordering a takeaway at least once a week. Much of this is driven by spontaneous behaviour, as the expansion of third party delivery apps has helped to make ordering takeaways a deeply ingrained habit that does not require much planning.

This does not mean that consumers are putting less thought into their choices. In fact, the quality of the food available is by far the biggest influencer when it comes to consumers’ decision-making process. Operators that strike the right balance by managing to offer high quality food at affordable prices will respond to consumers’ definition of value.

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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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The Market – What You Need to Know

The eating out market is characterised by consumer confidence

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Ambitious target to cut food waste
 Raising food hygiene standards
 Government split over calories on menus

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Ambitious target to cut food waste
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Cashless technology
 Forecasting technology
 Pager technology
 AI-powered menu boards
 Mobile apps
 Smart waste bins
 Robot chefs

Launch Activity and Innovation

Technology drives innovation in foodservice
 Cashless payments
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Eating out participation fell in 2019

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Regular diners are propping up the eating out market

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