

September 2011

Burger and Chicken Restaurants - UK

“Developments in the wider fast food market have broadened the range of convenience/grab-and-go products available to diners. However, on the whole, the term continues to be synonymous with traditional players such as chicken/burger bars which are currently trying to provide healthier options without distancing themselves from their established ...

Meat-free and Free-from Foods - UK

“Meat-free food is criticised by two in five consumers for being artificial, bland and boring, yet the level of innovation in the category suggests the market is constantly evolving. Increased investment in above-the-line spend is necessary to communicate these improvements to consumers, while ongoing focus on new product development is ...

August 2011

Fast Casual Restaurants - UK

“Fast casual dining is a dynamic area of the eating out market at present; demonstrating to the wider market the importance of factors such as brand personality, consumer engagement and transparency when it comes to displaying food quality and value. As well as tapping into consumers' continuing demand for convenience ...

July 2011

Eating Out Review - UK

“Value remains a key issue in 2011 as consumers are expected to remain cautious, with price promotions also an ongoing theme in the market. However, the emphasis now is on cultivating a ‘want to buy’ mentality amongst diners, to distract them from price comparisons and play to their demands for ...

Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of the potential impact of the government's austerity measures.