

December 2014

Coffee Shops - UK

“In a market with low brand loyalty, operators could benefit from building a deeper relationship with fans to foster real loyalty rather than just catering to consumers’ bargain-hunting and promiscuous spending behaviour.”

November 2014

Pizza and Pasta Restaurants - UK

“There is room for pizza/pasta restaurants to improve the leisure experience of dining at their venues to make them both more relaxing and engaging. Adding more experiential factors to store layouts, for example, could help elevate the dining out occasion and distract consumers from focusing on the cost of ...

October 2014

Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

Consumer Attitudes Towards Lunch Out-of-Home - UK

“Despite improvements in the UK economy, household budgets remain squeezed and therefore consumers are still cautious. The onus is thus on operators to proactively provide consumers with additional reasons to visit their venues more frequently and/or increase spend per head when they do visit.”

– Helena Childe, Senior ...

January 1970

Roadside Catering - UK

The prevalence of major fast food providers, such as McDonald’s and Burger King, and traditional preconceptions about the quality of the food served in them, has meant that roadside outlets have become synonymous with unhealthy, lower-quality foods. Going forward, roadside service stations and restaurants could alter this perception and bolster ...