

Now with content updated each quarter throughout the year

UK Food To Go Market Report 2021

April 2021

UK Food To Go Market Report 2021

The sudden shift from a highly transient, on-the-go society, to one with restrictions placed on movement, has had a catastrophic impact on the UK food to go market in 2020. However, with the roadmap to recovery outlined, retailers and operators can start to plan and get ready for the much hoped for bounce back of the sector. The very nature of food to go, whereby it is not consumed on-premise and is relatively inexpensive, makes it well insulated for a swift recovery as the market reopens and travel resumes.



INSIGHT ON THE UK FOOD TO GO MARKET

The Lumina Intelligence Food to Go Market Report 2021 is the definitive report on the sector, covering food to go sold in both retail and foodservice. This forward-looking report includes market forecasts out to 2024, as well as consumer insight from Lumina Intelligence Eating and Drinking Out Panel, which covers grab and go, takeaway, delivery and dine-in (when available).

You'll also get three further updates of this information included in the price of the report. We also share consumer sentiment about the role of food to go in the context of increased home working.

INCLUDED IN THE REPORT

Executive summary

Market update

- What is the value of the market?
- How does that differ by sub-channel?
- What is food to go's share of the total eating out market?
- What is driving any changes?

Competitive landscape

- Who are the top ten players in the FTG market?
- How have they performed?
- Who are the key players by sub-channel?
- How did FTG operators respond to the coronavirus pandemic?

Consumer insight

- How are consumer trends changing and how has this been impacted by coronavirus?
- Who is the food to go consumer?
- Why do they buy FTG?
- Where is food to go purchased and where is it consumed?
- The food to 'go home' opportunity
- What are consumers' intentions around home

- working in the future?
- How could this impact the market?

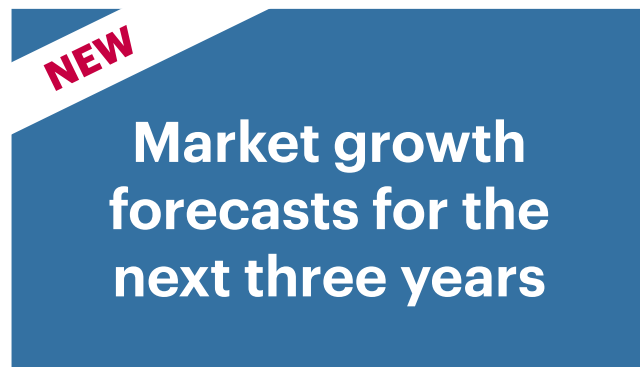
Included in the price are three further updates of this data, to provide you with updated intelligence as the market re-opens.

Future outlook

- How will the FTG sector evolve in the next three years?
- What are the Lumina Intelligence growth forecasts to 2024?
- How does this vary by sub-channel?
- How will food to go bounce back from the 2020 decline?
- What will be the key factors to shape future market growth?

One report, covering the whole year

The roadmap to recovery has been set, but the last 12 months have taught us that things don't always go to plan, which makes predicting the future a little more challenging. So, why should you purchase this report and how can this report form the basis for your recovery and market growth strategy? As the experts in market and consumer insights across the UK food and drink industry, our analysts have built a solution that ensures that this insight is just as relevant in six months time as it is today. Using a variety of scenarios and data releases, this report will support your business through the recovery of the sector.



NEW

Market growth forecasts for the next three years

Be confident in your plans for the future.

With restrictions easing and the roadmap to recovery set out, we can finally look to the future and what this means for the market, as well as your business.

We have fully reviewed and updated our market forecasts and provide a view on market recovery in 2021 and out to 2024, using our robust methodology and expert knowledge of UK food and drink.



NEW

Quarterly updated consumer insight

Adapt to the needs of the consumer

How consumers behave pre, post and during lockdown periods is very different, which is why we will be providing quarterly updates of the consumer insight section of the report. So, rather than receiving a snapshot on consumer trends, you will receive data that reflects the entire year, enabling you to understand how consumers are behaving throughout the year and build a strategy that evolves based on current consumer trends.



NEW

Identify the drivers and inhibitors to recovery

Embrace 'adjusted normality'

The last 12 months have been extraordinary, with the impact on hospitality severe. Whilst drawing on the past 12 months, this report predominantly looks to the future and how you can navigate market recovery.

We highlight the trends driving market recovery, as well as the significant inhibitors to growth. This will enable you to stay ahead of your competitors and truly understand where the opportunities are for your business.



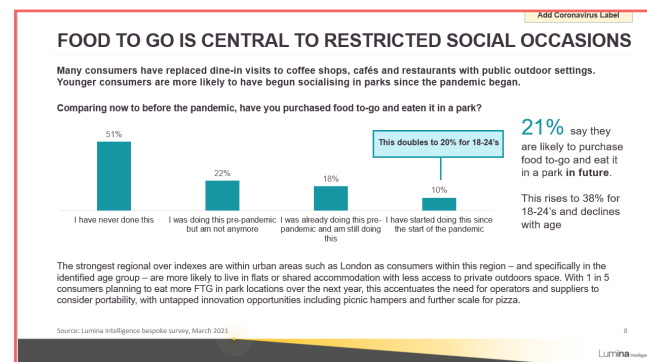
Invaluable insight to help you deliver a successful food to go strategy across retail and eating out

Critical reading for operators and suppliers alike, the Lumina Intelligence UK Food To Go Market Report 2021 unpicks the effect of the pandemic, greater home working and reduced travel and considers what the impact will be once the industry re-opens. We will also consider the increased role of technology and delivery services and what this means for the future of food to go, as well as the opportunity for 'food to go home'.

HOW TO USE THE REPORT

- Quantify the impact of the pandemic on the food to go market
- Fully understand the competitive landscape – what can you learn and apply?
- Align your channel strategy to the trends in the market
- Understand how consumers have responded to coronavirus and the impact home working/staying closer to home has had on FTG habits
- What will recovery of the sector look like? And who will be the winners? What will this mean for 2021?
- Understand where you should invest your resources – and plan for the future
- Identify opportunities for collaboration
- This market is complex, this report breaks down what you need to know

EXTRACTS FROM THE REPORT



METHODOLOGY

- Consumer eating out behaviour across all UK eating and drinking out channels through the Lumina Intelligence Eating & Drinking Out Panel, based on 78,000 interviews each year
- Consumer attitudes and future intentions based on a bespoke survey (n=1000 nat rep)
- Operator sales and outlet performance from Lumina Intelligence's Operator Data Index
- Business Leaders perspectives from Lumina Intelligence Top of Mind business leaders survey and Hospitality Leaders Poll
- Supported by commentary/soundbites from senior business leaders from within the sector

- **Format:** Electronic PDF
- **Access:** Corporate access
- **Publication date:** April 2021
- **Pricing:** £3,250 + VAT

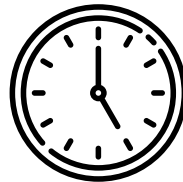
Powerful insight delivery through a virtual workshop

Tailoring insight to your business and extracting the ‘so what’s?’ is critical to maximising your potential within any market. Our virtual workshops provide you with the key detail from the report in a visual, easy to follow format that is recorded and can be shared with all stakeholders within your business. In addition, you will also benefit from a conclusion that is tailored to your business, ensuring you have a clear understanding of the challenges, opportunities and implications.

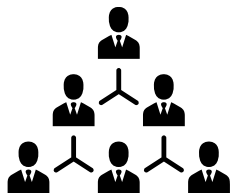
A VIRTUAL WORKSHOP CAN UNLOCK EVEN GREATER VALUE FOR YOUR TEAMS



Share the report headlines and most relevant insights across your business in a visual and engaging format



Ensures the Insight is available on-demand to all internal stakeholders in a digestible format



Allow different teams to participate and leverage collective thinking



Understand the key opportunities, challenges and implications for your business with tailored conclusions

HOW IT WORKS

- Our expert analysts deliver insight-rich content, which is recorded and can be circulated to be watched on demand.
- The introduction and summary sections are bespoke for your individual business and can incorporate a live Q&A.
- We use our own market leading webinar software that is professional and purpose built for digital delivery to save you time and internal resources.

PRICING

£1,750 + cost of report for tailored live delivery and access to a recording of the workshop to be stored and circulated within the business



Get in touch with our hospitality experts



Blonnie Whist
Head of Insight

Resident storyteller at Lumina Intelligence, Blonnie's mission is to "make data do more". Skilled in thought-leadership, she channels research into actionable insight that aligns businesses with consumer needs. Blonnie has previously won awards for her innovative approach to insight.

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Katherine Prowse
Insight Manager

Katie is the queen of forecasting and market sizing. Working across the entire UK food and drink market, she uses her extensive knowledge of the industry, as well as complex analysis skills to forecast growth across all channels. Katie prides herself on being ahead of the curve, which is why you will often find her sampling the best that hospitality has to offer.

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Gavin Kelly
Senior Client Services Manager

Gavin has worked in the hospitality industry for a number of years and has a wealth of experience taking in media, events, technology and insights. At Lumina Intelligence, Gavin works with some of the UK's leading hospitality brands to ensure they maximise the value extracted from our insights.

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Get in touch

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