



TOGETHER LET'S GET
READY TO REOPEN

As we prepare for re-opening, we take a look at what's driving consumer sentiment as they prepare to go out

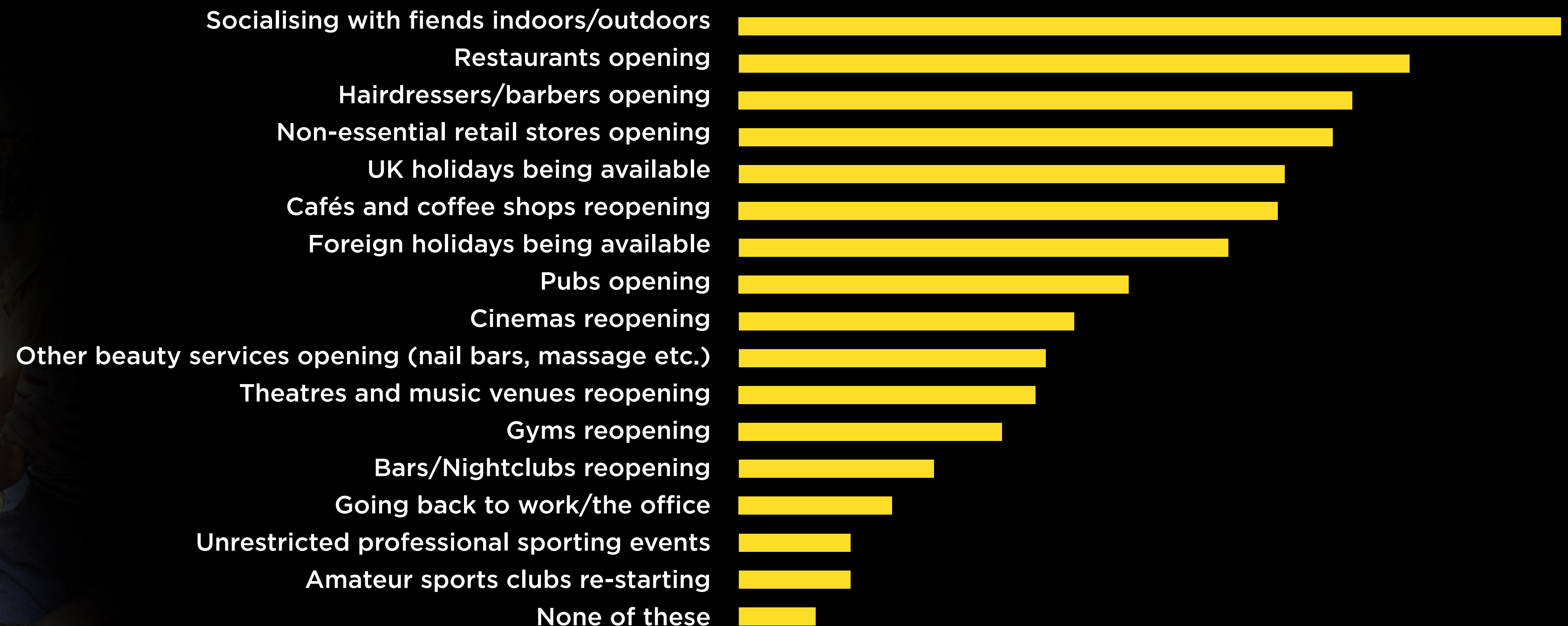
KANTAR X  **FOODSERVICE SOLUTIONS**

Predictions FOR 2021

Increased socialising and eating out of home rank top in consumer priority - even above hair cuts so it's time to get ready!

There is anticipation for reopening amongst consumers, operators need to ensure it's not anti-climactic by offering great quality food combined with an excellent experience.

We would like to know which of these you are most excited most excited about once restrictions have eased, please select all that apply (% respondents)

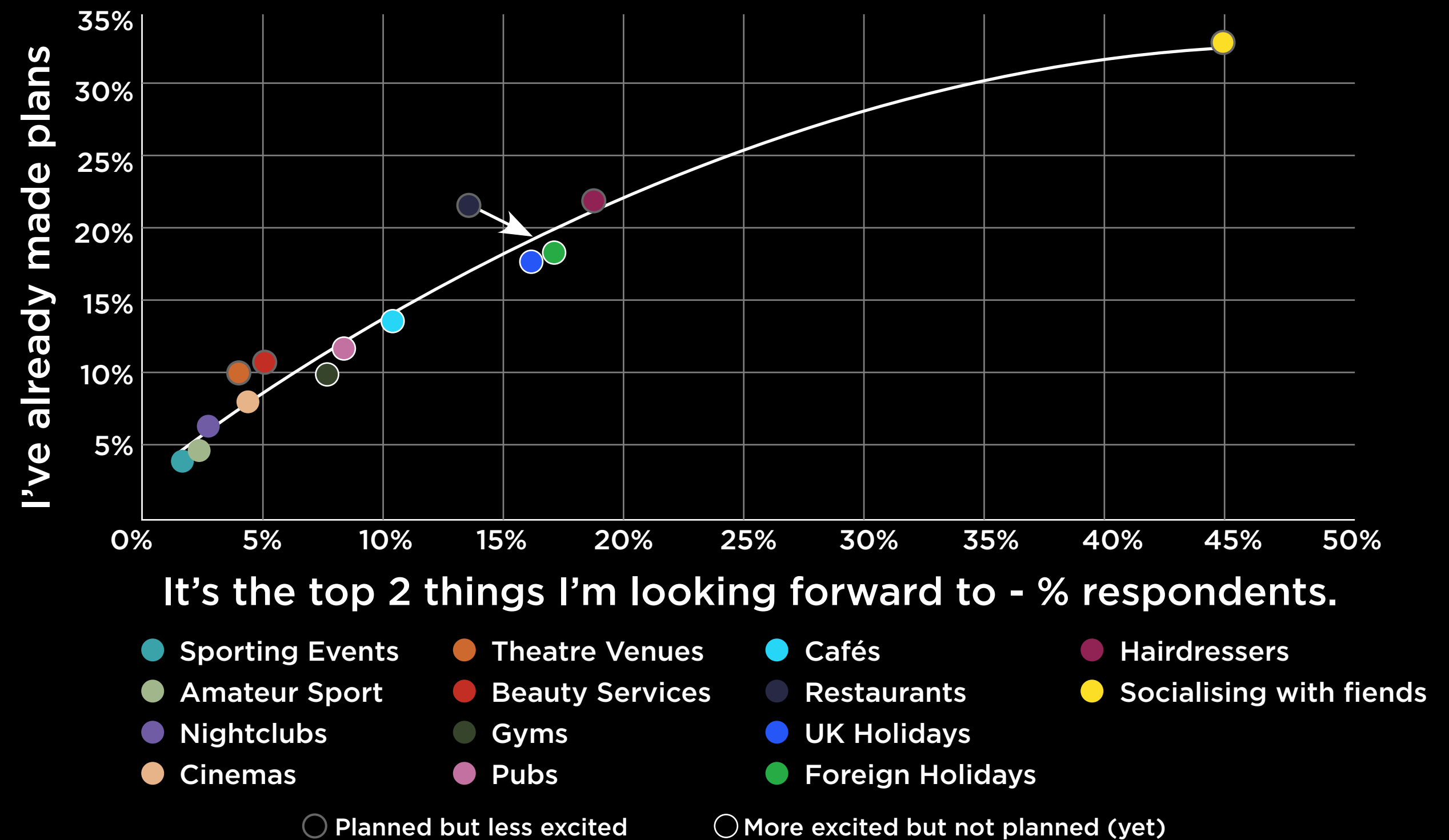


RESTAURANTS ARE HIGH PRIORITY

A treat or reward (offer or loyalty program) will lure consumers out of home

Consumption for 'enjoyment' reasons rose sharply in 2020, so quality of experience is even more important in OOH offering compared to pre-pandemic mindset.

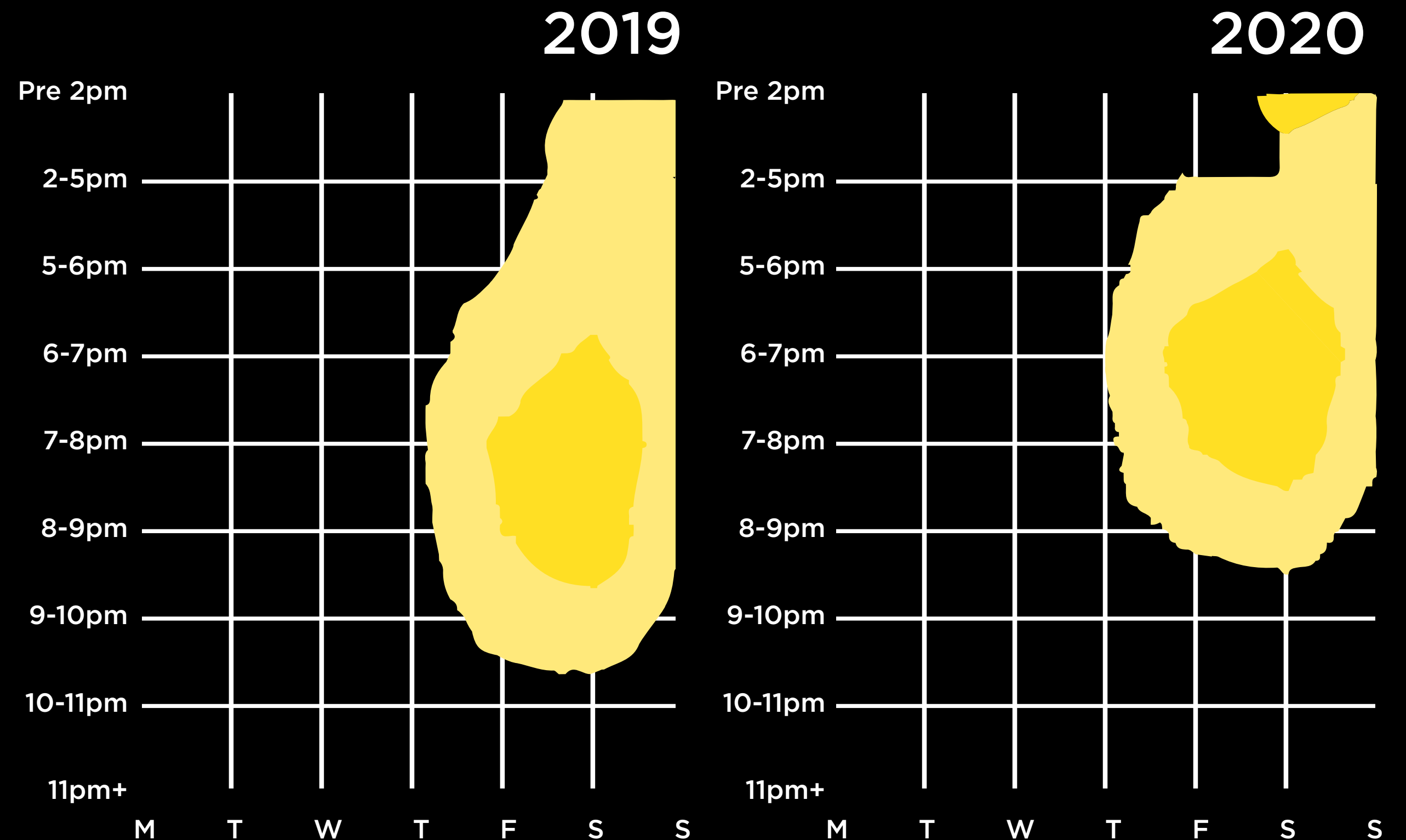
Those with more confidence in their health and finances will be more likely to eat out, so the majority of consumers are likely to have disposable income and be more swayed by higher price items as a 'special treat'.



EATING HABITS HAVE CHANGED

This could impact on people's routines meaning earlier service times could be a result of the behavioral changes of the pandemic.

This is a trend that was experienced over the 'Eat out to help out' government backed campaign and could be here to stay as people are commuting less and ready to eat out earlier.



and those occasions are happening at different times of the day

I EAT AND DRINK AT HOME, AND WHEN I EAT HAS CHANGED

Lifestyle factors the main driver but the promise of a treat can lure us back out

Top 5 needs for working age adult, midweek lunches

Ranking for at home midweek lunch (2020)	Out of Home midweek lunch (2019)
#1 Enjoy the taste	1
#2 Easy to come by	2
#3 Fancied a change	5
#4 Quick	4
#5 A treat or reward	10

As consumers are more swayed 'special treat' they are more likely to be looking for higher price menu items.



THOSE MORE FINANCIALLY CONFIDENT WILL DRIVE OOH EXPERIENCES

You need to understand how/where your consumers will seek those treats

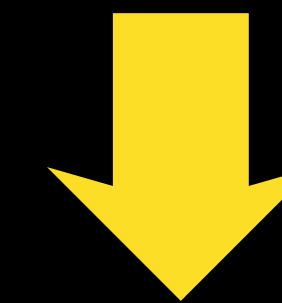
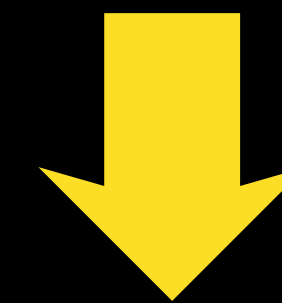
Operators will see a demand for more premium ingredients as the expectations of a more extravagant experience is high. This sentiment will also lead to a polarizing of outlets.

We see the growth in QSR at the value end of the market and the expansion of more premium brands. This has resulted in mid market outlets with long menus and mid range pricing being squeezed.

Lingering concerns about the pandemic

Financial Pressure

Desire to return to social and hospitality venues



Those concerned about health or finances will continue to seek experiences in home

Those with the luxury of confidence about their health & finances will be more extravagant

Advice to Operators to NAVIGATE 2021

A national crisis has provided an ideal situation to innovate, so it's the best time to think outside the box and try something new.

Look for the impact of changing context: when behaviour's change, operators need to pivot to meet demand.

Competitive set is wider than your category or channel; now is the best time to tap into new audiences as consumers' focus adapts to new ways of living.

Support consumers to have moments of joy, purpose and connection: Enhance your customer service and upsell to improve customer experience, not profit.

Focus on offering something 'meaningfully different' and rewarding for your audience: make it memorable and easy to maintain

Remain sensitive to specific context of your target consumer; know what they want and give it to them before they realise it themselves!



McCain Foodservice Solutions has a range of practical insight documents available with industry experts to help you navigate your path to reopening.

[Follow us on Instagram](#) to access the latest support or **[click here to download the documents.](#)**



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