

FAST FOOD RESTAURANTS – UK – 2024

UK consumers want affordable, quality fast food. To attract and keep customers, restaurants should focus on fresh, diverse menus, a welcoming atmosphere, and efficient, personalised service.



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This report looks at the following areas:

- Changes in consumer attitudes towards fast food, including spending habits, and demand for different food categories and times of day.
- Analysis of key players' strategies, including expansion plans, menu innovations, pricing strategies, and marketing initiatives.
- The impact of inflation, cost of living pressures and economic outlook on consumer spending and fast food industry performance.
- Consumer attitudes towards the fast food sector, as well as industry initiatives and challenges in this area.
- Competitive strategies employed by Chick-fil-A, Chipotle, McDonald's, Burger King, and Tortilla in the UK.
- Brand research on McDonald's, KFC, Burger King, Taco Bell, and Leon in the UK.



UK consumers want affordable, quality fast food. To attract and keep customers, restaurants should focus on fresh, diverse menus, a welcoming atmosphere, and efficient, personalised service.

Overview

There's a rise in Britons dining out, up from 24% in 2021 to 47% in 2024, post-pandemic. Takeaway orders fell to 72% in 2024, but convenience remains crucial. Fast food outlets thrive by offering dine-in, delivery, drive-through, and click-and-collect options to suit various preferences.

Younger fast food consumers aged 16-44 prefer fresh options like salads and sushi, providing chains with an opportunity to attract them with healthy choices. Salad chains like The Salad

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Project and Urban Greens are gaining traction in London, hinting at **potential for salad concepts in the UK market.**

British consumers are more flexible in their fast food habits, moving away from traditional evening dining. Morning and afternoon fast food occasions have increased post-pandemic, suggesting a broader role for fast food in daily diets. This opens up **opportunities for operators to expand menus and target new customer segments.**

Fast food apps are more popular among younger age groups, with 48% of tech-savvy 16-34 year-olds using them compared to only 12% of the less digitally inclined 55+ group. German Doner Kebab's app gained 270,000 downloads by December 2023, showing the trend towards mobile ordering. User-friendly apps like GDK's cater to the rising mobile tech reliance for tasks such as food ordering.

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Report Content

EXECUTIVE SUMMARY

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- From fryer to fridge
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