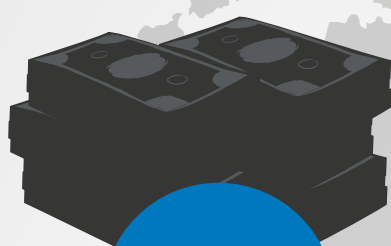


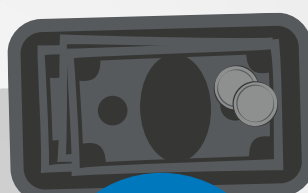
# Foodservice U.K.

## Out-of-Home Eating Trends

Family and dinner visits growing again despite uncertain economic times



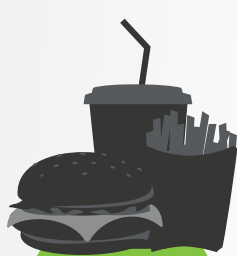
**+3%**  
spend



**+3%**  
average cheque

With consumer confidence at an all-time low, the U.K. foodservice industry nonetheless continued to grow in the fourth quarter of 2017. This growth was driven by an increase in **average check**, not by traffic, which remains stagnant as footfall declines overall in the U.K. retail sector.

### Traffic Growth



**+2%**

QSR



**-2%**

On-site



**-2%**

Retail



**flat**

FSR

For the third quarter in a row, quick service restaurants (**QSR**) were the only segment to grow traffic. All other segments, including full service restaurants (**FSR**), were flat or declined in visits.

### Traffic By Meal

Breakfast

**7:00**

**-1%**

Lunch

**12:00**

**-1%**

Dinner

**6:00**

**+1%**

After three quarters of strong growth, **breakfast** traffic fell, due to poor performance in the on-site sector. But after three quarters of poor performance, **dinner** returned to growth. This was driven by increases in meals eaten at home (+6%).

### Traffic



**+1%**

Parties with kids



**flat**

Adult-only parties

**Parties with kids** returned in the fourth quarter after lagging in the first three quarters of 2017. Not coincidentally, visits using a deal also increased, as foodservice consumers continued to seek good value.

Source: The NPD Group / CREST®, Q4 2017

For more data and insights about the British foodservice sector, contact us at +44(0)20 8237 1300 or [contactnpd@npd.com](mailto:contactnpd@npd.com).

