

# Britain's Greying Population — What's the Impact on Foodservice?

Britain's population is expected to grow +3.9% by 2022 — but it's also ageing. Per-capita visits are declining, and our forecast shows this will continue. The key to growth will be focusing on increasing the appeal of foodservice among consumers. **Here's a look at what we're watching.**

## The population is ageing. Who should be your target in the future?

We have seen **two prominent age shifts** in out-of-home visits:



### Top 3 and Bottom 3 Macro Channels Forecast



### Distribution of Out-of-Home Visits by Age Group

Age	2017	2022
< 14	11.7%	11.9%
15-24	13.5%	14.3%
<b>25-34</b>	<b>19.6%</b>	<b>18.0%</b>
35-49	28.5%	28.4%
50-64	18.8%	19.1%
<b>65+</b>	<b>7.9%</b>	<b>8.3%</b>

How will Great Britain's ageing population affect your business? Our new report, **The Future of Foodservice Great Britain: 2022**, addresses your questions about what's ahead so you can meet consumers' needs and plan for a bright future.

Source: The NPD Group/Future of Foodservice Great Britain 2022; population forecast information from Office of National Statistics

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