

Food Insights Report

CGA by NIQ, August 2023



The out-of-home food market is constantly changing, with **new trends** emerging all the time. CGA by NIQ's Food Insights 2023 report is designed to **help navigate market challenges and opportunities** using a data-driven approach.

The report includes a latest update on consumers' **out-of-home habits**. It reveals insights and recommendations on **how to adapt and thrive in the new landscape** while exploring a variety of topics including:

- + **emerging food trends**
- + **global cuisines**
- + **Dietary preferences**
- + **Dessert innovation**



Where to focus and how to win

What you'll learn from this report

- + Deep dive into how often consumers eat out, what channels they use, what occasions and meal times they prefer, and how much they spend.
- + Track how this has changed in the midst of cost of living pressures and how they prioritise their visits and spend.
- + Learn how to stand out against competitors.




Do you
really know
what your
consumers
are
thinking?

Be inspired by global cuisines

What you'll learn from this report

- + Analyse the supply and popularity of global cuisines
- + Understand which out of home channel consumers typically engage with them
- + Identify opportunities within the market for growth
- + See real life examples of where these cuisines are already having success



Which cuisines are grasping the public's interest in 2023?

Cater for mindful diners with a winning menu

What you'll learn from this report

- + Be prepared for the rise of flexitarians and the growing demand for meat alternatives
- + Understand the popularity of different meat and milk alternative options
- + Recognise the compromise options for consumers that are falling between the dietary gaps
- + Understand the growing demand for nutritional content on menus & what specific information is key to consumers



What's the
next
approach
for adding
more vegan
dining
choices?

Stay ahead of the curve with emerging food trends

What you'll learn from this report

- + Get an overview of the latest trends in food
- + Use insights to level up your offering by staying one step ahead of your competitors and providing consumers with new and exciting experiences
- + Understand consumers willingness to try emerging flavours, formats and food types
- + Understand each trend's awareness and adoption among consumers and assess the direction of travel.
- + Steer NPD to meet consumer demand

Are your offerings differentiated enough to stand out?



New desserts innovation

What you'll learn from this report

- + Understand dessert consumption and how it compares to other meal types
- + Learn which are the most popular desserts and understand the drivers behind choice
- + Explore the appeal of fusion desserts and exciting new formats
- + Identify which ice cream flavours are the most popular and which new options are emerging



Do you know
which
desserts are
changing the
game?



Methodology

Online quantitative survey of 2,000 GB nationally representative out-of-home consumers who have eaten out in the past 3 months.

Investment

£1645 + V.A.T

Discount available on multiple reports in the Food Insights Series, contact your account manager for more information



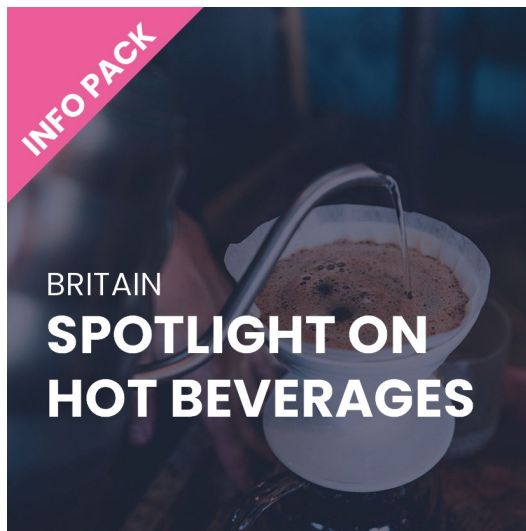
Food Insights Series

CGA by NIQ



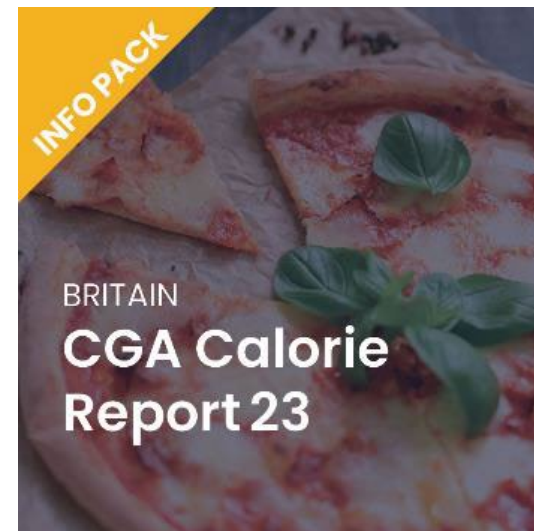
The exclusive Food Insights Spotlight Report underlines exciting potential for suppliers and operators to increase snack sales in the On Premise. It sets out big trends and consumers' expectations in the snacking category, equipping manufacturers, suppliers, and operators with the insights they need to adapt and succeed in this fast-evolving market.

Click [here](#) to find out more



The upcoming hot beverages report supports suppliers, operators, and manufacturers shape a winning and informed hot beverage strategy. It provides insight into demographics, preferences, threats, and opportunities in the hot beverage environment.

Contact [James Ashurst](#), CGA client director, for more information about this upcoming report



The Calorie Insights Report allows operators to understand the calorie-conscious consumer and navigate the challenges and opportunities that calorie labelling presents using a data data-driven approach.

Click [here](#) to find out more

About CGA by NIQ

CGA by NIQ is the definitive **On Premise measurement, insight and research consultancy** that empowers the world's most successful food and drink brands. With more than 30 years' experience and best-in-class research, data and analytics, CGA is uniquely positioned to help On Premise businesses **develop winning strategies for growth**.

CGA works with food and beverage suppliers, consumer brand owners, wholesalers, government entities and pub, bar and restaurant retailers to protect and shape the future of the On Premise experience. Its mission is to use phenomenal data and expert insights to **give brands a competitive edge** and ensure the market we love is the most vibrant possible.

Armed with the best market data, we supply our clients **with specially tailored analytics** that are backed up by the most **complete and accurate market research** provided from the out-of-home sector.

Our mission is to help clients build better On Premise strategies and to grow their businesses by making confident decisions with less risk. What makes us unique? We provide a **complete view of On Premise performance**, measuring every touchpoint from product conception to consumers imbibing in bars and restaurants.



Contact Us

To learn more or to speak to a member of the team,
please feel free to get in touch:



JAMES ASHURST

client director

james.ashurst@nielseniq.com



ANDY HODGSON

senior business development manager

andrew.hodgson@nielseniq.com



SHIRLEY TAN

graduate client manager

shirley.tan@nielseniq.com

