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BLUE TIGER - INSIGHTS REPORT

MAR 2024

Overview of the Food and Beverage (F&B) Industry in the UK.

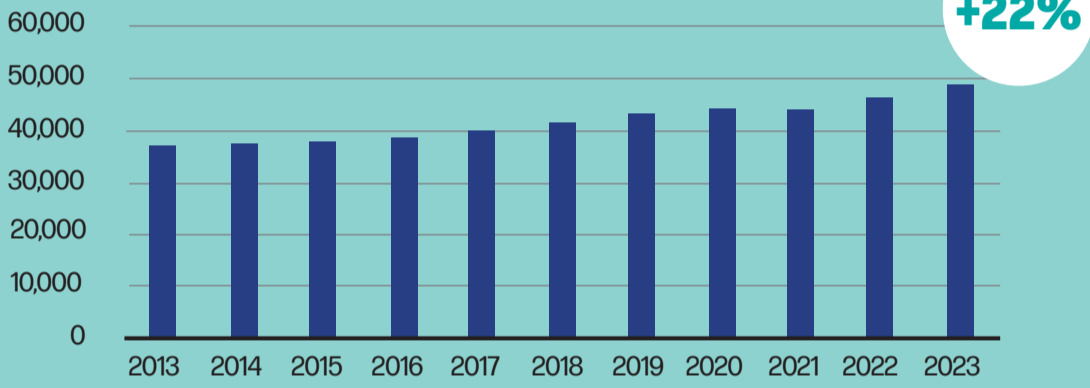
UK FOOD AND BEVERAGE (F&B) INSIGHTS

The UK's Food and Beverage (F&B) Industry is witnessing a seismic shift propelled by evolving consumer behaviours and global dynamics.

As the demand for on-demand food delivery services surges and meal prep delivery options proliferate, the industry is experiencing unprecedented innovation and transformation. With the influx of American and Canadian food delivery giants establishing chains in the UK, the competitive landscape is intensifying, driving a paradigm shift in consumer expectations and market dynamics. Against the backdrop of Brexit, the F&B industry faces a nuanced landscape, navigating regulatory complexities and supply chain disruptions while seizing new opportunities for growth and resilience.



TAKEAWAY AND FAST FOOD RESTAURANT COUNT IN THE UK 2013 - 2023



Overall, the number of F&B venues (physical and delivery) in Great Britain has declined by 5% YoY for 2022-2023.

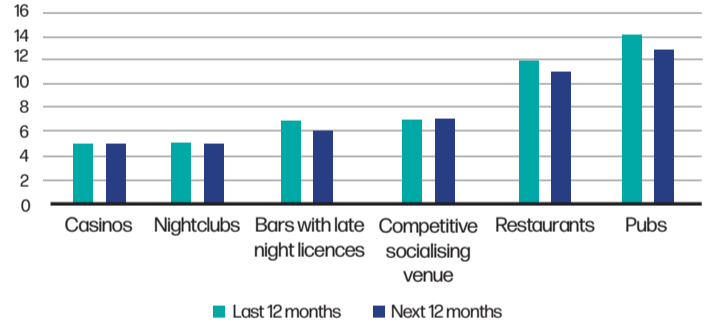
Source: AlixPartners, Hospitality Market Monitor 2023

COMPETITIVE LANDSCAPE

Current size and growth trajectory of the F&B industry in the UK.

In the ever-evolving landscape of hospitality, the data suggests a subtle shift in consumer behaviour, with a slight dip projected in average visits to late-night venues such as bars and restaurants reflecting changing social dynamics and a growing emphasis on alternative leisure activities.

Average number of visits to hospitality venues 2023 vs 2024 (RSMUK 2024)



40%

FUTURE OUTLOOK AND PROJECTIONS

Forecast for the F&B industry growth in the UK.

'4 in 10 adults reported having to spend more than usual when food shopping to get what they normally buy'.

36% of TikTok users have ordered from a restaurant after discovering it on the app.

TikTok is all about surfacing content that is relevant to each user, which helps individuals find products they're more likely to engage with and share. And that engagement drives better ad performance and continued discovery.

106% increase in sales wow for feta when baked feta pasta was trending on TikTok

Source: AlixPartners, Hospitality Market Monitor 2023



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