



## Did you know?... The UK foodservice sector is estimated to be worth £33.2 billion

The UK foodservice sector is estimated to be worth £33.2 billion and is commanding an increasing proportion of consumer spend. The market is expected to grow and equal the size of the UK food retail market in terms of value by 2012.

That's why him! is launching a food-to-go programme speaking to food-to-go customers to **help the sector drive awareness, footfall, credibility and sales** in a core offer.

This new programme seeks to understand the buying behaviour of those shoppers specifically on a food-to-go mission within convenience stores, pharmacy chains, food-to-go outlets and coffee chains.

All days of week and times of day will be covered, to establish the peak food-to-go trading hours, where availability is crucial and how food-to-go shopper behaviour changes throughout the day, and the week.

### Possible focus areas will include.... (but you decide):

- Shopper profiles and demographics
- Spend, basket size, visit frequency
- Purchase frequency of FTG both here and other locations
- Outlet types considered for FTG purchases
- Where else do they buy FTG in a typical month? Establish drivers of store choice
- How do shoppers define FTG?
- What occasion are shoppers buying FTG e.g. breakfast, lunch, snack, evening meal?
- What do they want from a good FTG offer here?
- Main category and all categories purchased
- Did shoppers know exactly what they wanted before coming here today?
- How many shoppers make purchase decisions in store?

- When are shoppers going to consume their purchase - where? And who with?
- Ratings for FTG offer; i.e. quality, fresh, range, price, service, promotions, self serve and speed of service.
- Who do they think is best at FTG
- What one thing would they improve about the offer?
- What are shoppers looking for/ buying/ did they notice meal deals?
- What do shoppers want from a meal deal? How many items? Better range? If so, what products?
- Impulse purchasing, % who did, what, why
- Range improvements? Healthier? Wider choice? More options etc
- Food trends importance to them: local sourcing, wellness, health, high fibre, 5 a day, calorie content
- Have they bought items for FTG from here in the last month? If not, why not?
- Where else do they buy FTG in a typical month? Taking first and second answer. Why? Establish drivers of store choice
- Would shoppers like to eat in?
- Do they ever miss breakfast?
- Do they take lunch in from home?
- Would they buy from here:
  - o Breakfast to go? If so what items
  - o Lunch to go? If so what items
- Food trends importance to them: local, wellness, health, high fibre, 5 a day
- ...and many many more!

### Why join the food-to-go tracking programme?

This invaluable insight will help shape your commercial decisions and future strategies and, because this is a syndicated study insight is available at a fraction of the price compared to funding your own bespoke research.

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food-to-go  
tracking programme

## How we do it

- Interviews will be conducted with shoppers face-to-face at food-to-go retailers either on the high street, transient and city centre locations including;
  - WH Smith
  - Boots
  - Subway
  - Greggs
- Coffee chains average e.g. Caffe Nero, Costa Coffee, Starbucks.
- Symbol convenience stores average e.g. Budgens, Costcutter, Spar UK, Lifestyle Express, Premier, Nisa.
- Super convenience stores average e.g. Tesco Express, Sainsbury's Local.
- Co-operative stores average e.g. The Co-operative, Midlands Co-operative, Midcounties Co-operative.
- Traditional & grocery forecourt stores average e.g. BP (Simply Food & Connect), MRH, Esso (On the Run), Shell, Total (Bonjour & Spar), Spar National, Londis.
- We will speak to a targeted robust sample of food-to-go shoppers across each retailer or sub-sector.
- Interviews will be conducted at all times of the day to allow for day part analysis e.g. breakfast, lunch, afternoon snack, evening and also by days of the week.
- In store check conducted to capture location, signage, hot counter, salad bar, hot drinks, self scan checkout, queuing systems, meal deals and much more.
- Programme results available via an online report in May.
- Additional channels/ retailers can be added at a supplement e.g. Superdrug...
- Non food-to-go shoppers could also be interviewed to understand why they do not buy food-to-go from these outlets at a supplement.

## Membership costs

Programme results are available from just £4,995+VAT including online report access, plus analytical & consultancy support through a dedicated client manager.

There is an initial two year commitment to him!'s programmes or a 50% surcharge for one year membership.

[Source: \*IGD, Horizons]

## Did you know?

Customers are also buying food-to-go in non-foodservice channels; 1-in-5 convenience shoppers are buying 'food-to-go', nearly 1-in-10 discounter shoppers and 1-in-20 at pharmacy chains like Boots and Superdrug.

Over 60% of shoppers do know what they want to eat/ drinks before they enter a food-to-go outlet however that does not mean that they cannot be persuaded to switch and try something new or different.

21% of consumers say they leave home every day without having breakfast. The breakfast opportunity continues to grow.

40% of shoppers don't know what they are going to eat before entering a food-to-go outlet, highlighting the importance of clear signage and menus?

When food-to-go outlets get it right they attract a very loyal customer base. 14% buy food-to-go EVERY SINGLE DAY. 80% at least once a week. No surprise the competition is on for this regular, high profit spend!

Register now for free weekly food-to-go shopper insights.

him!  
research &  
consulting

For more information on him!'s Food-to-go Tracking Programme please contact [Katy.Moses@him.uk.com](mailto:Katy.Moses@him.uk.com) 07912 717 567 or visit [www.him.uk.com](http://www.him.uk.com)