FOOD TO GO

Alongside the many spending cuts highlighted in our main study, our food/drink to go choices have also come under scrutiny and action taken to reduce the daily spend. What used to be a daily luxury may now be a weekly treat, and a 'proper' cup of coffee now seen as a treat rather than a staple.....

What we buy

One in three consumers **buy** hot and cold beverages and/or lunch **at least once a week**

More than one third of consumers **NEVER buy** breakfast, morning snack or afternoon snack on the go

What we spend

Average budget for **lunch on the go** accounts for monthly outgoings of around £70 for our daily purchasers, that's the best part of **£1,000 per year.**

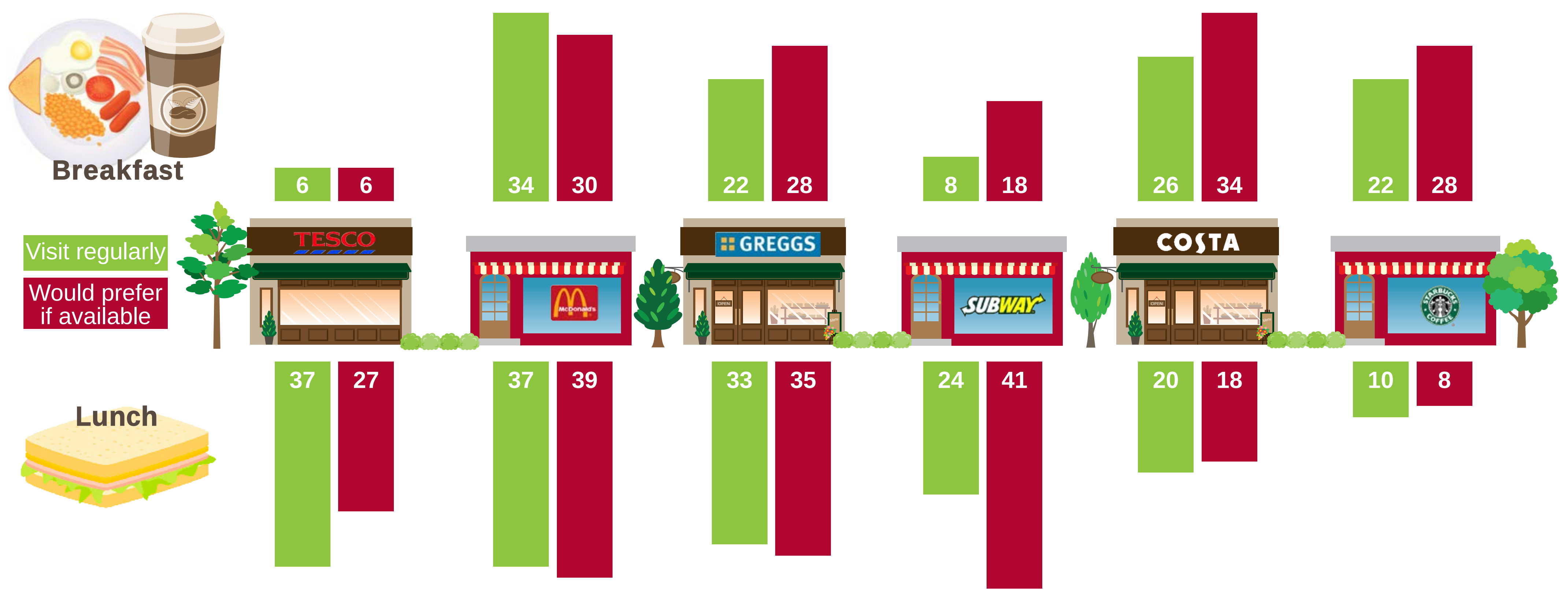
Average spend per purchase

Breakfast	Lunch	Hot Drinks
£3.18	£3.31	£2.22

Where we buy

Today's High Streets and retail parks offer a multitude of options when it comes to buying food on the go. But do consumers always have the choices they really want?

Given the option consumers would **prefer to buy their breakfast or hot drinks** from a coffee shop, with **Costa Coffee** coming out on top



Tesco / Tesco Express is a popular destination for lunch on the go, but consumers would **prefer Subway, McDonalds or Greggs** if they were available

Why we buy

With so many outlets offering food on the go how do consumers choose where they spend their cash?

Supermarkets lead the way in **choice, value for money and quality...**

... while street food offers consumers something **new and innovative**

If it's a truly **satisfying experience** you're after, look no further than your favourite coffee shop

Money saving tactics

In recessionary times consumers are looking for ways to make savings where they can, and food on the go is no exception.

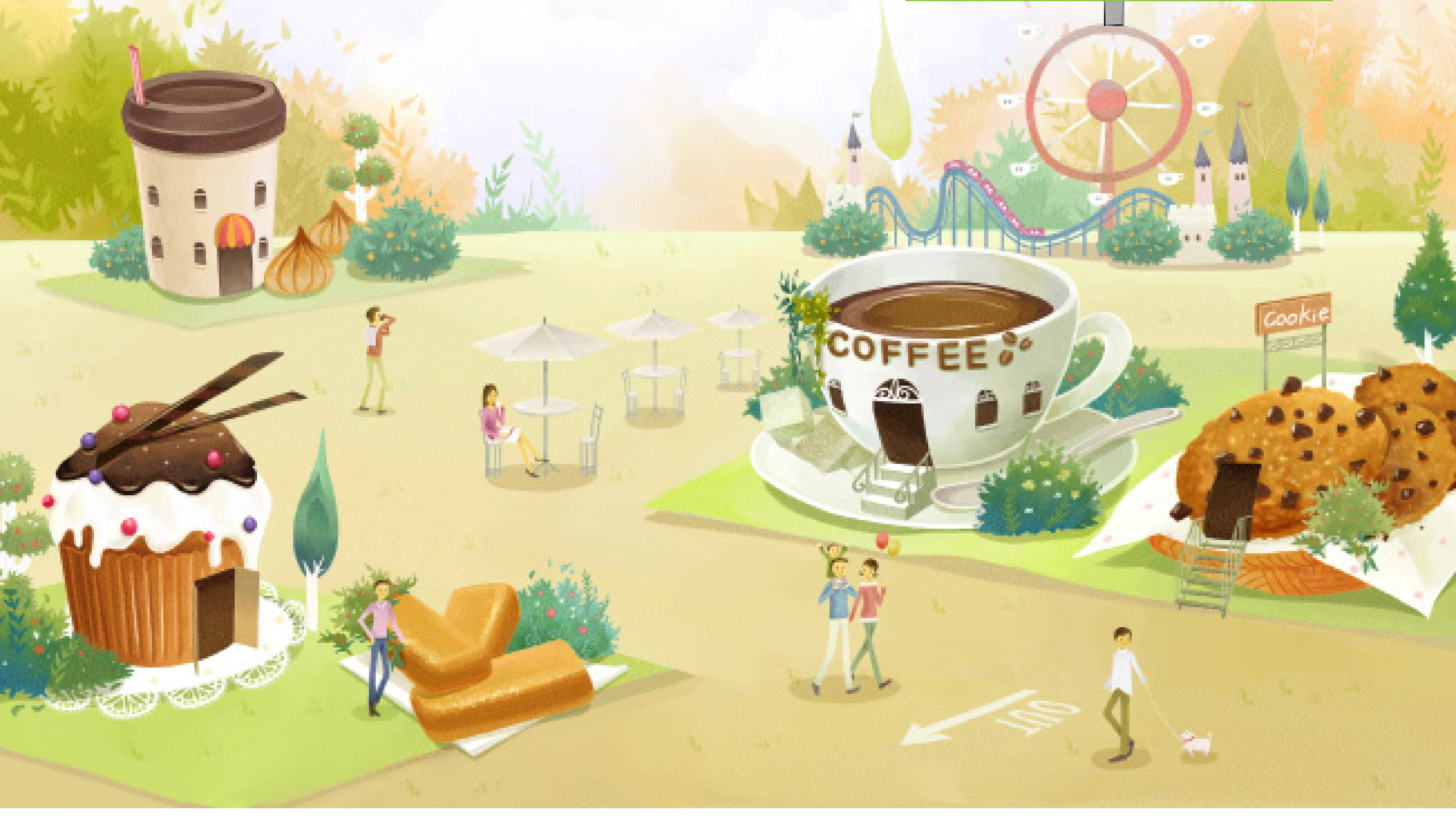
Our shopper barometer study showed that an average of **38% of consumers have already made changes** to cut their costs on food to go items, and a further **42% are considering making changes** in the future

Bring food & drinks from home	Buy cheaper alternatives	Skip lunch
65% 69%	35% 28%	33% 27%

While a large proportion of consumers are looking at ways to save money, are they really open to compromise or not?

Compromise	No Compromise
Organic	Nutritional content
Portion size	Taste
Convenient location	Freshness
Store atmosphere	

26% of those who will try to cut cost would not consider compromising on anything!



The shopper barometer study was conducted in December 2012 with 1,000 primary household shoppers.

Data courtesy of SPA Future Thinking

www.spafuturethinking.com

SPA Future Thinking
innovation intelligence inspiration