

Mealtrak

Consumer food-to-go & foodservice
purchasing and consumption behaviour

Latest data:

52 & 12 weeks ending 12 June 2023 (wave 115)

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Headline figures

52 & 12 weeks ending 12 June 2023 (wave 115)

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	Latest 52 weeks	52 weeks (year ago)	52 w/e YOY change	Latest 12 weeks	12 weeks (year ago)	12 w/e YOY change
Total out of home GB occasions	3.660bn	3.663bn	n/c	888mn	786mn	+13%
Total out of home GB Value	£22.339bn	£20.771bn	+8%	£5.550bn	£4.741bn	+17%

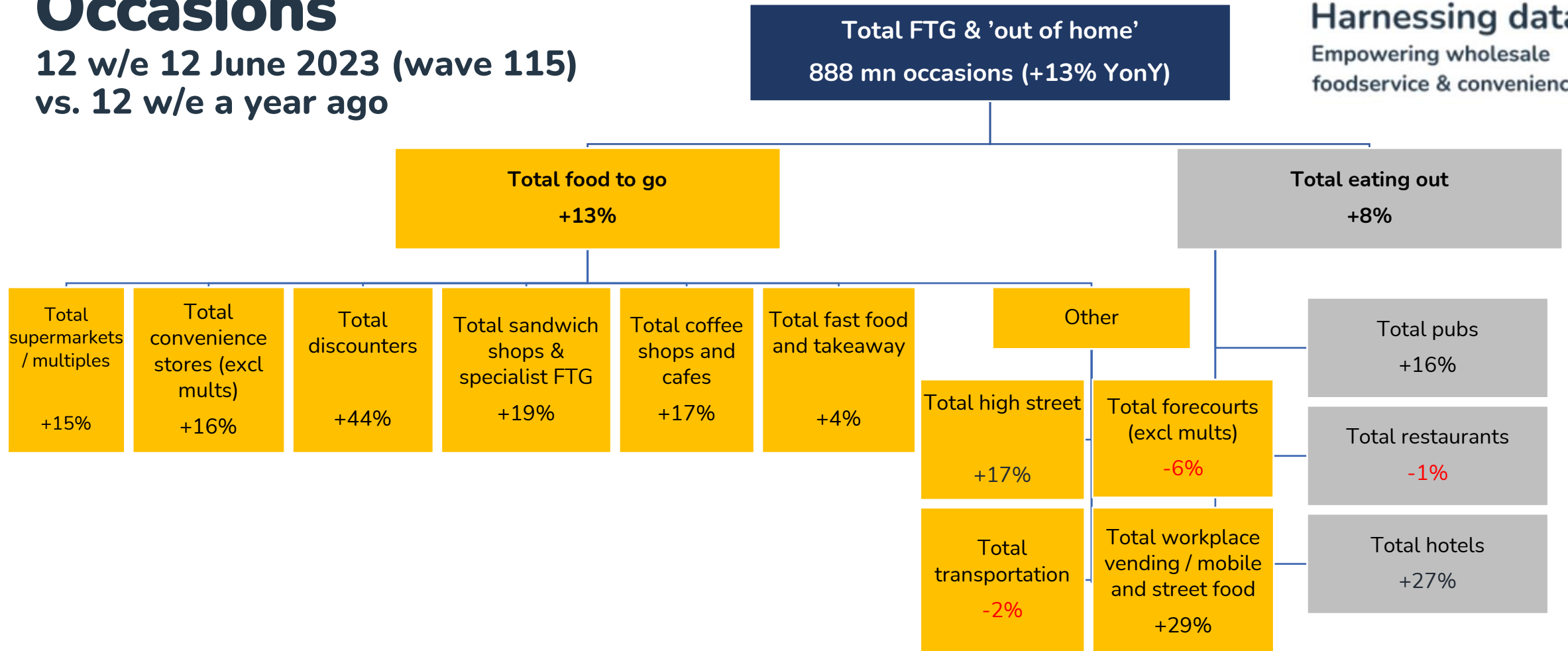
Headline performance by sub-channel

Occasions

12 w/e 12 June 2023 (wave 115)
vs. 12 w/e a year ago



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Summary – latest 12 w/e (12 June 2023)

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There were 888mn out-of-home/FTG occasions in the 12 weeks to 12 June 2023, a growth of +13% year-on-year.



Value growth continues to outperform occasions growth: it increased +17% over the same period.



This period, food-to-go growth is outperforming 'eating out', which continues to be dragged down by restaurants. Within food-to-go, sandwich shops and coffee shops have returned to growth in the latest 12-week period.



'Something inexpensive' returns to being the key growth mission in the latest 12 weeks, followed closely by 'something sweet'. 'Something quick and easy to eat' and 'one of my regular favourites' are also in strong growth.



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Unlocking Opportunities in food-to-go

- Understanding channel and category mix to identify gaps and opportunities
- Understanding shoppers & missions to create targeted solutions



Introducing MealTrak

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- Launched in 2014 – **8 years of trended data available**
- **Robust** – interviews with 36,500 consumers each year (interviews conducted on most days of the year). Nat-rep (Total GB)
- **Comprehensive and granular** – covers a wide range of food-to-go/out-of-home eating sub-sectors and 150 named retail brands, 25 macro categories, 77 sub categories and 630+ products
- **Analysis available:** by day part; meal occasions; full demographics; by channel/sub channel; delivered vs eat in/eat on the go; location consumed; regionality
- **Missions** – missions and need states (e.g., treat, healthy, something filling, quick)
- **Reporting** – 52 w/e, 12 w/e, year-on-year change. Data updated every 4 weeks. All data is accessed by an online reporting portal or via excel data tables



 **mealtrak**

Thank You!



Would you like to know more?

Would you like to see a demo of the reporting platform?

Talk to Tom on...

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or email **tom@twcgroup.net**

Go to **twcgroup.net**

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