

UK Foodservice
Market:

Consumer Traffic and

Promotional Trends in 2024



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Contents

The Foodservice Market Overview

A Year of Fluctuations

Inflationary Headwinds

Crucial Factors and Trends

A Nationwide Study of Restaurant Density

Segmental Performance

The Impact of New Openings

Daypart Dynamics

Regional Variations

The Role of Sporting Events

Promotions and Deals

Meaningful Vision Solutions

How Data Insights Fuel Growth

Meaningful Vision Solutions / Contacts

1

2

3

5

6

7

8

8

9

10

10-11

12

13

14

The Foodservice Market Overview

Fortunes were mixed for the UK's foodservice industry in the first half of 2024.

While overall the market saw a slight decline in consumer traffic, there were notable differences across segments and regions, influenced by a variety of factors.

A Year of Fluctuations

2024 began on a positive note amidst a recovery from the pandemic-induced slump of previous years. However, inflationary pressures and economic uncertainties had led to a decline in consumer traffic towards the end of 2023, and this trend persisted into the early months of 2024.

January witnessed the sharpest month-on-month drop, with traffic falling by nearly **5%**. Nevertheless, the market showed resilience, with a positive turnaround in May and June, registering increases of **1%** and **1.2%** respectively.



Consumer Traffic Total Market YoY

