



Market Report

A Snapshot of your Market Sector

Sandwich Bar

This pack has been designed to provide information on setting up a business in the **Sandwich Bar** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **December 2021**. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

What do I need to know about the Sandwich Bar market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ The popularity of eating in at restaurants/ outlets has been superseded by the popularity of takeaways for the first time. **83% of consumers say they order takeaways (up from 77% in 2019)**, whilst 81% say they eat in at restaurants. (Mintel, *The Future of Eating Out: Inc Impact of COVID-19*, December 2020).
- ◆ Retail sales of food and drink remain above their pre-pandemic levels. These categories surged during 2020, as nearly all meal, snacking and drinking occasions moved in-home and continued to benefit from the return of lockdown measures across the winter and spring of 2021, as well as extended working from home policies. (Mintel, *British Lifestyles – UK*, October 2021).
- ◆ **77% of Britons ordered takeaways from fast food outlets, versus only 24% who ate in at fast food outlets.** Usage in the last 12 months was driven by 16–34-year-olds who were the core users of fast food outlets; 92% of them ordered a takeaway and 35% ate in at a fast food outlet. (Mintel, *Fast Food Restaurants – UK*, August 2021).
- ◆ A widespread distribution channel explains why visitation to a bakery or sandwich shop continues to grow year-on-year. 23% of consumers visited one to buy drinks in the year to September 2021, up from 21% a year beforehand. Therefore, **bakeries and sandwich shops that focus on coffee shop-style drink offerings are providing greater competition to specialised coffee shops.** (Mintel, *Coffee shops– UK*, November 2021).
- ◆ Over the past five years, **greater health consciousness among consumers** has increased demand for operators offering sugar-free and gluten-free snack options and alternative varieties of milk, such as almond milk. (IBISWorld, *Cafes and coffee shops in the UK*, September 2021)
- ◆ The national organisation for this industry is [The British Sandwich Association](#). Other industry bodies include the [UK Hospitality Association](#), [Scotland Food and Drink](#), the [Scottish Food and Drink Association](#) and the [Café Life Association](#).

Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **Mintel – Fast Casual Restaurants (July 2021):** Younger consumers are most likely to visit a food outlet/restaurant that promotes its speed of service, which requires fast casual operators to strike a better balance between fast food restaurants' speed of service and fast casuals' higher-quality experiences.
- ◆ **Mintel – Attitudes to Lunch out of home (June 2021):** Although many consumers are still driven by price, the lunch out-of-home market has witnessed a shift towards premiumisation, with 65% of consumers buying/ordering lunch takeaways that they cannot easily make at home, rising to 72% of 16-34 year olds.
- ◆ **IBISWorld – Bread and Bakery goods Production in the UK (August 2021):** Rising levels of health consciousness have led to consumers placing increased focus on the nutritional value of the food they consume, trending towards low-carb foods and decreasing their sugar consumption. This has benefited certain products, such as brown bread, over more traditional ones, such as white bread. However, concerns about gluten and a resultant rise in gluten-free diets have hit sales of industry products over the past five years, and alternatives to lunchtime sandwiches have risen in popularity.
- ◆ **Statista, Cafes and coffee shops in the UK (August 2021):** In 2020, an estimated 7.7 million people used coffee shops or a sandwich bars to take away a drink, while 6 million took away something to eat.

There are also a number of online resources you may find helpful:

- ◆ **The British Sandwich Association** – Guidance for the Reopening of sandwich bars, cafes and coffee shops – last updated June 2021 (tinyurl.com/yymhlsvx). This guidance is designed to help those re-opening sandwich bars, cafes and coffee shops to comply with Government requirements in relation to COVID-19.
- ◆ **Warburtons – Bacon Butty Crowned as Nation's Favourite Sandwich!** - *It's no secret that we as a nation love sandwiches. So, we polled 2,000 adults to discover Britain's favourite sandwich! This year, Britain's best-loved sandwich is the bacon butty. Other popular fillings include cheese and pickle, chicken and bacon, and even a filling of crisps. We know the sandwich is still a national treasure and the most popular meal in the UK, accounting for 5.9bn meal occasions* (tinyurl.com/y8q4gv2y).

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these website, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.

How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Accountant](#)" tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

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