



# Market Report

A Snapshot of your Market Sector

## Street Food

### Cost of Doing Business Support

For information on reducing the cost of running your business, the [Find Business Support](#) website has links to advice, funding and regional support.

This pack has been designed to provide information on setting up a business in the **Street Food** 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](http://www.bgateway.com/businessplan)), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **August 2022**. 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 Street Food 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:

- ◆ **Independent** street stalls/kiosks is the best performing industry category in 2021, with foodservice value sales **growing by 40% in current terms to £1.2 billion**. (Euromonitor Passport, *Street Stalls/Kiosks in the UK*, March 2022).
- ◆ Over the five years through **2027-28**, industry revenue is forecast to **grow** at a compound annual rate of **1.6% to reach £1.6 billion**. Revenue will be boosted by increased demand for home delivery services. The trends of casualisation, healthier eating and seeking value are expected to shift consumer focus towards food markets and street food operators. Government support for town centre development is expected to facilitate industry growth. (IBISWorld, *Food Markets in the UK*, May 2022).
- ◆ Despite a drop in overall lunchtime takeaway participation in 2022, those who are still having takeaway lunches are visiting a greater range of venues compared to in 2021, perhaps due to hybrid working across different locations. **66% of consumers have ordered a takeaway** for lunch from a fast food outlet, with **21% choosing food from a Street Food stall**, up from 15% in 2021. (Mintel, *Attitudes towards Lunch-Out-of-Home - UK*, June 2022).
- ◆ The value of the ethnic restaurant and takeaway market is expected to **rise by 18% in 2022** to reach almost **£13 billion**, putting it just short of its pre-COVID (2019) value. The demand for new takeaway foodservices is apparent among **16-44 year olds** who are most likely to be interested in **ordering ethnic takeaway food from a pop-up restaurant/takeaway** (39% vs 36% of total) or from a **food truck** (32% vs 28% of total). Meanwhile, **consumers across all age groups** express an equal interest in **ordering ethnic takeaway from a street food market**, surging slightly to 44% among Younger Millennials (vs 36% of total). (Mintel, *Ethnic Restaurants & Takeaways - UK*, April 2022).
- ◆ Flexible working practices spur innovation for new takeaway concepts, encouraging foodservices to explore mobile venues including food trucks and street stalls to gain greater visibility on high streets and more roadside catering (e.g. food trucks) near where people live. (Mintel, *Attitudes towards Home delivery & takeaway – UK*, March 2022).
- ◆ The national organisation for this industry is the [Nationwide Caterers Association \(NCASS\)](#). There is also useful information from the Nationwide Caterers Association on starting a street food business on [Street Food UK](#), and further guidance offered on [National Market Traders Federation](#).



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## Where can I find more information on my market?

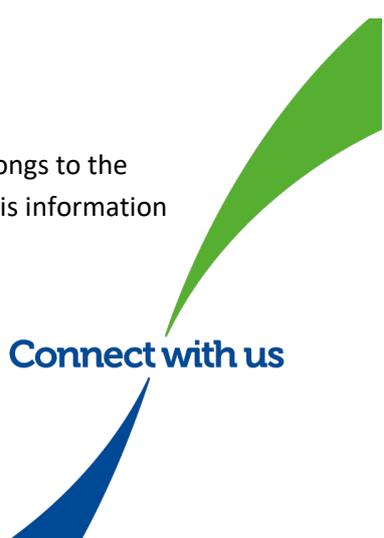
The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email [info@bgateway.com](mailto:info@bgateway.com).

- ◆ **Mintel – Ethnic Restaurants and Takeaways UK** (April 2022). 36% of consumers prioritise low pricing when choosing which ethnic restaurant/takeaway to use. Operators, particularly those in the mid and upper market, may have to accept they will lose some custom as margins continue to be squeezed by rising costs, coupled with cautious spenders cutting back on ethnic foodservice expenditure. According to Mintel's Trend Driver Value, three in five Britons think that it's worth paying more for products of a higher quality.
- ◆ **IBISWorld – Food Markets in the UK** (May 2022). People aged under 35 are still expected to account for the largest proportion of industry revenue in 2022-23, at 47.6% (similar to 2021 at 47.8%). People in this category eat outside of the home more frequently than older consumers, particularly for lunch when at work, because they are often time-poor and regard the perceived health benefits of eating a freshly prepared meal highly. They are also likely to choose establishments that sell trendy products, which are often pop-up street stalls or markets.
- ◆ **Mintel – Technology in Leisure & Foodservice UK** (April 2022). The use of social platforms such as TikTok and Instagram has powered food discovery. Instagram alone has close to 479 million posts with the hashtag #food. For restaurant or takeaway brands, this presents an avenue to reach consumers who are looking for food inspiration, but also to deliver content that can help support the delivery side of their business and create another channel that sits alongside a website or profile on a delivery app.
- ◆ **Euromonitor Passport – Street stalls/Kiosks in the UK** (March 2022). The pandemic raised further consumer awareness of environmental issues, which impacts the foodservice industry, including street stalls/kiosks. Local consumers are increasingly looking to buy from conscious businesses, which offer more eco-friendly products. As street stalls/kiosks sell food and drink for takeaway consumption, the emphasis on packaging is elevated.

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

- ◆ **Visit Scotland** – May 2022, a blog article offers a review of different **Scottish street food venues**. ([tinyurl.com/hymz2hxt](https://www.visitScotland.com/hymz2hxt)).
- ◆ **British Street Food** – features news on **Scottish street food**, reporting on the entrants competing to represent Scotland at the British Street Food Awards finals in September 2022 ([tinyurl.com/4z4pvuw6](https://www.britishstreetfood.com/4z4pvuw6)).
- ◆ **Trail Blazer BBQ** – offers a number of helpful articles, including **5 Street Food Trends of 2021** and **How to Profit in the Food Truck & Street Food Sector** ([tinyurl.com/fjae8cwm](https://www.trailblazerbbq.com/fjae8cwm)).
- ◆ **StartUps.co.uk** – several articles and advice blogs on [Street Food](#) businesses in UK.

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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](mailto: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](mailto: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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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

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**Updated by: Eleanor**

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