



Market Report

A Snapshot of your Market Sector

Street Food

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), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **October 2020**. 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:

- ◆ Out of 1,297 consumers who had eaten lunch out-of-home in the survey period, only five had eaten at a street food market. **48% of consumers avoid eating meat at least one day a week**, with 24% of all consumers describing their lunches as typically meat-free. Sandwiches are one of the most common lunchtime foods in the UK; almost half (45%) of those who have eaten lunch out-of-home had bought a sandwich/wrap. (Mintel, *Attitudes towards Lunch Out of home - UK*, June 2019).
- ◆ Our forecast is for the value of the foodservice market to **drop by -62%** to reach £29.2 billion in 2020, followed by **growth of 86%** in 2021 to bring value to £54.2 billion. Looking ahead in to 2021 and beyond, demand for eating and drinking out of-home is expected to return at a relatively rapid pace based on the assumption that a vaccine will be available by mid-2021, and that the economy will see a sharp return to growth. However, a full recovery to pre-crisis levels will take some time, as we do not expect the value of the market to return to its 2019 level until 2024. (Mintel, *The Impact of COVID-19 on Foodservice - UK*, June 2020).
- ◆ Whilst foodservice venues had a good month in August, healthy footfall was also a warning sign of a ‘false bubble’ as the vast majority of visitors were incentivised to visit, and sales were assisted by the Government’s EOHO scheme which ran throughout August. The share of consumers that visited foodservice venues without the EOHO discount **dropped from 33%** during 13- 21 August **to 22%** during 27 August-4 September as the vast majority of diners took advantage of the EOHO discount. (Mintel, *The Future of Quick Service Restaurants: Inc Impact of COVID-19 – UK*, September 2020)
- ◆ Mintel research conducted between 28 May – 3 June showed that **just 11% of consumers** say they expect to spend more on takeaways in the next month compared to a typical period. 56% expect to spend less or nothing, confirming that the boost in demand enjoyed by some takeaway food outlets is not representative of the wider industry. (Mintel, *The Impact of COVID-19 on Foodservice - UK*, June 2020).
- ◆ 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 \(streetfood.co.uk\)](#).

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 - Eating Out Review - UK** (December 2019). According to Mintel, 66% of women agree that street food markets are good for discovering global cuisines, compared to 59% of men. This is likely linked to women being more adventurous than men with world cuisines and thus more likely to eat at street food markets. Meanwhile, with street food markets and food halls coming to the fore, vendors would be wise to tap into demand for global cuisines. This can be achieved in the form of fusion foods, in which familiar food formats such as sandwiches are used as carriers to showcase a fusion of global flavours, such as kimchi with cheese toastie.
- ◆ **Mintel - The Future of Quick Service Restaurants: Inc Impact of COVID-19 - UK** (September 2020). According to Mintel's Wellbeing Trends Driver, 70% of Britons are prepared to make short-term sacrifices for the sake of their long-term health. With vast numbers of people falling ill from COVID-19, the notion that healthful diets bolster good health and wellbeing has become prevalent, and some consumers are willing to cut back on their fast food participation as a way to improve their health.
- ◆ **Euromonitor - Street Stalls/Kiosks in the United Kingdom** (April 2020). While street stalls/kiosks have been very popular due to the appealing cuisines and unique flavours these outlets can offer, they are limited by the fact that they are not mobile or able to make deliveries to consumers. Consumer foodservice is increasingly becoming mobile as people want their food and drinks delivered to them.

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

- ◆ **StreetFoodScotland** – an online community of street food vendors in Scotland, with details of events and tips for setting up. (www.streetfoodscotland.co.uk).
- ◆ **Restaurant Insights 2020** - A Paymentsense Annual Market Report which takes a look at facts and significant trends in eating out and restaurant sector. (tinyurl.com/y4olvcpj)

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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**

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 websites, 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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