



# 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](http://www.bgateway.com/businessplan)), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **September 2024**. 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:

- ◆ The popularity of street stalls/kiosks has emerged from a shift in consumer preferences towards variety, innovation, authenticity, and casual dining. Overall, 2023 was a positive year for street stalls/kiosks with double-digit current value growth. This was due to inflation and the higher cost of living. Nevertheless, the number of transactions also continued to rise, demonstrating the positive performance and increased demand from consumers. Foodservice value sales grow by 15% in current terms in **2023 to GBP 1.7 billion**, Independent street stalls/kiosks is the best performing category in 2023, with foodservice value sales rising by 15% in current terms to GBP 1.7 billion. (Euromonitor, *Street Stalls/Kiosks in the United Kingdom*, February 2024).
- ◆ Easing inflationary pressures see people loosen their purse string and trickle back to food market. Consumer confidence is on the rise, encouraging people back to food stalls. Revenue is slated to rise by 6.9% in 2024-25. Interest rate cuts should also give food markets a boost, encouraging more companies to set up shop as financing a new business becomes easier due to cheaper borrowing costs. Over the five years through **2029-30**, food markets' revenue is forecast to climb at a compound annual rate of **4.1% to reach £1.8 billion**. (IBISWorld, *Food Markets in the UK*, August 2024).
- ◆ The UK foodservice delivery and takeaway market is showing resilience. Despite the cost of living crisis, 80% of Britons are still indulging in deliveries and takeaways as of February 2024. However, there is a shift in frequency. The proportion of Britons ordering 'once a week or more' has dipped four percentage points between November 2021 and February 2024, suggesting that deliveries and takeaways are becoming more of an occasional treat than the pandemic necessity they once were. The estimated value sales for UK foodservice delivery and takeaway for 2023 was **£31.58 bn**. (Mintel, *Foodservice Delivery and Takeaway*, April 2024).
- ◆ The Food Trucks Market size is estimated to increase by **USD 1.95 billion, at a CAGR of 7.44% between 2023 and 2028**. The growth of the food trucks market size is influenced by various factors, including the burgeoning popularity of street foods, accelerated urbanization trends, and the attractive low capital investment needed to enter the market. (Technavio, *Food Trucks Market*, July 2024)
- ◆ The national organisation for this industry is the Nationwide Caterers Association (NCASS), also see Street Food UK ([www.streetfood.org.uk](http://www.streetfood.org.uk)), and the National Market Traders Federation ([www.nmtf.co.uk](http://www.nmtf.co.uk)).



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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 – Travel Hub Foodservice (July 2024).** As travel hub foodservice bounces back, and against the backdrop of the cost-of-living crisis, our consumer research for this report confirms that consumers are prioritising localism, product variety, convenience and speed. Today's travellers are also more price-conscious. There is a growing trend of consumers supporting local producers or communities, which travel hub foodservice operators can leverage by offering more local products. Indeed, almost two-thirds of 16-24s and 25-44s would be interested in buying delicacies from the local region at a travel hub. Additionally, 59% say travel hubs with a variety of food outlets/restaurants make them want to spend more time there. By enhancing their retail selection, potentially with an emphasis on local goods and services where feasible, operators can distinguish their locations from competitors and cater to the preferences of their customers.
- ◆ **Mintel – Sustainability in Foodservice (July 2024).** The cost-of-living crisis has undoubtedly impacted consumer habits, but sustainability seems to be holding strong. 47% of diners now prioritise eco-friendly options when deciding where to eat/order from, up by 5% points from 2023. Notably, younger generations are leading this charge, highlighting a significant opportunity for brands to cater to their eco-conscious values. Even with the growing focus on sustainability, a significant number of UK diners still prioritise other factors when making a decision about where to eat out. Habit plays a crucial role, with a 5% point rise in the number of people who stay loyal to familiar food places.
- ◆ **Mintel – Ethnic Restaurants and Takeaways UK (April 2023).** According to the Mintel Trend Driver Value, 67% of Britons have a budget that they try to stick to as much as possible. Not only do ethnic restaurant or takeaway operators have to work hard to adapt to the changing needs of value-conscious consumers, their margins are also squeezed by rising costs experienced during the current cost of living crisis.
- ◆ **Technavio - Food Truck Services Market (July 2024).** The US Food truck services Market size is estimated to grow by USD 634.8 million at a CAGR of 7.44% between 2023 and 2028. The market experiences a surge driven by the rising trend of snacks and indulgence consumption. Consumers increasingly seek convenient, on-the-go food options that offer unique flavours and experiences.

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

- ◆ **Visit Scotland** – features articles on different Scottish food venues ([www.visitscotland.com](http://www.visitscotland.com)).
- ◆ **British Street Food** – features news on **Scottish street food**, reporting on the entrants who competed to represent Scotland at the British Street Food Awards finals in September 2023 ([britishstreetfood.co.uk](http://britishstreetfood.co.uk)).
- ◆ **StartUps.co.uk** – several articles and advice blogs on street food businesses in UK ([startups.co.uk](http://startups.co.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 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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**Updated by: Victoria**

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