



# 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 January 2018. 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 Takeaway and Fast-Food Restaurants industry revenue is estimated to increase at a compound annual rate of 2.9% over the five years through 2017-18 to reach £19 billion. **Mobile food stands are expected to account for an estimated 4.1% of industry revenue.** Mobile food stands' share of industry revenue is expected to have risen over the past five years. (IBISWorld, *Takeaway & Fast-Food Restaurants in the UK*, November 2017).
- ◆ The street food experience encourages people to spend more. 50% of consumers are buying street food at least once a week and 64% are happy to spend more than the average lunchtime spend (£5 in UK) on street food. 72% like the variety of flavours in street food. The **majority of street food market users are under 40 years old (83%)**. (Santa Maria Foodservice, *Street Food Report*, October 2016) ([tinyurl.com/y9xfyh7u](http://tinyurl.com/y9xfyh7u)).
- ◆ Street food is influencing the food choices of nearly half of consumers out of home, with **94% of people planning to maintain or increase the amount of street food they eat**. It also reveals a culture of eating street food regularly, with **1 in 4 people buying street food 2-3 times a week**. (Street Food News, "What's next in street food?", October 2016) ([tinyurl.com/y9eugo99](http://tinyurl.com/y9eugo99)).
- ◆ **Independents dominated street food stalls/kiosks** in the UK in 2016 – chains accounted for only 3% of the value generated. As a result, the category remained fragmented and pricing is an important basis of competition. (Euromonitor, *Street Stalls/Kiosks in the United Kingdom*, May 2017).
- ◆ **22% of consumers order takeaway from street food venues.** The food-to-go market continues to scale up, with more operators moving outside London. More brands have introduced healthy options and advanced technology to personalise the shopper experience, such as pre-order and collect or customising meals to suit individual tastes and appetites. **The market is expected to be worth £3.6 billion in 2017.** (Mintel, *Eating Out Review - UK*, September 2017).
- ◆ The national organisation for this industry the [Nationwide Caterers Association \(NCASS\)](#).



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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).

- ◆ **Euromonitor - *Street Stalls/Kiosks in the United Kingdom (May 2017)***. The 4% current foodservice value growth registered in street stalls/kiosks in 2016 was above the review period CAGR of 3%. This was due to a number of factors. Firstly, the number of new independent street stalls that opened in 2016 was higher in terms of outlets, which had a positive impact on revenue growth. Many new entrants benefited from authentic ethnic positioning and offered premium quality food. Secondly, the number of third-party facilitators that organise street food festivals and markets increased in 2016, which created additional space for street stalls.
- ◆ **IBISWorld - *Takeaway & Fast-Food Restaurants in the UK (November 2017)***. Demand for fast food and takeaways is driven in part by economic conditions. Rising disposable incomes over the past five years have helped to drive expenditure on takeaway and fast food and encouraged consumers to spend more on premium options. Middle and high income households are estimated to account for 85% of expenditure in the industry.

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

- ◆ **British Street Food - *Driving the street food revolution forward (September 2016)***. ([tinyurl.com/y9nxxbfd](http://tinyurl.com/y9nxxbfd)). Annual revenue from street food in the UK is over £600 million and growing 20% per year, according to industry organisation British Street Food ([britishstreetfood.co.uk](http://britishstreetfood.co.uk)).
- ◆ **British Street Food - *2017 Future Trends (January 2017)***. ([tinyurl.com/yaesrjne](http://tinyurl.com/yaesrjne)). This short article looks at trends that affects what and how street food is eaten in the UK.
- ◆ **BQ - *The rise of the pop-up food industry (July 2017)***. ([tinyurl.com/yafxfprb](http://tinyurl.com/yafxfprb)). “More events are being hosted across the food and beverage industry than ever before, with Eventbrite finding that the number of food and drink events hosted on its platform is increasing each year. After analysing over 40,000 of these events, Eventbrite also found that the pop-up dining experience was the fastest growing trend — recording 82% growth.”
- ◆ **Street Food** ([www.streetfood.org.uk](http://www.streetfood.org.uk)) is a website from the Nationwide Caterers Association with advice on whether starting a street food business is for you and food hygiene information.
- ◆ **Food Standards Agency - *Starting a food business***. ([tinyurl.com/ydymntzl](http://tinyurl.com/ydymntzl)). A useful guide with advice and resources on food hygiene for new businesses.

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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 [Retaining and Grow Your Customer Base](#) ([tinyurl.com/c2fw4o4](http://tinyurl.com/c2fw4o4)) will help you to identify who your customers are, how to use this information to sell more effectively and how to actively compete in your marketplace.

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 Account](#)" 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:** Allana Broadley

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