



Market Report

A Snapshot of your Marketing 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 **November 2025**.

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 UK market for prepackaged sandwiches as a lunch food is substantial with **value sales reaching an estimated £1,480 million in 2024**. Usage is highest among full-time workers and parents, who value convenience, and among younger consumers, who are also more likely to purchase sandwiches online. (Mintel, *Lunchtime Foods in Retail UK*, March 2025).
- ◆ **Food markets** sell a range of salads, sandwiches, and wraps with these products expected to account for **26.2% (£225.4m) of industry revenue in 2025**. Food markets' sales are sensitive to consumer tastes and disposable income trends, so the cost-of-living crisis tightened consumers' purse strings, holding back sales and dampening revenue over the last two years. (IBISWorld, *Food Markets in the UK*, September 2025).
- ◆ In **2025, 87% of Britons purchased at bakeries, with 12% more than once a week**, 25% weekly, and 19% 2-3 times a month. **38% of these bought pre-packaged sandwiches/wraps or salad**. Consumers are increasingly prioritising their health. This presents an opportunity for bakeries and pastry shops to innovate by offering a variety of freshly made menu items tailored to different times of the day. (Mintel, *Bakeries and Pastry Shops UK*, July 2025).
- ◆ The increasing availability of new variants of sandwiches are increasing the consumption of sandwiches in the UK. **More than 10 billion sandwiches are consumed each year in Britain**, half of which are homemade, and half bought, according to the British Sandwich Association (BSA). (Technavio, *Sandwiches Market in Europe 2025-2029*, January 2025).
- ◆ **Sales of sandwiches and wraps are on the rise, accounting for 47.3% (£615.5m) of bakery café industry revenue in 2025**, but bakery cafés face competition from cheaper supermarket meal deals for lunch. Bakery cafés must swiftly adapt to changing consumer tastes and local market trends, like increased demand for gluten-free goods or various bread types, to sustain sales and remain competitive. (IBISWorld, *Bakery Cafes in the UK*, February 2025).
- ◆ Though usage dipped slightly (-4% year on year), fast food outlets remain the go-to for lunch takeaways. Likewise, **sandwich shops continue to be a popular lunch option (50% in both years to 2024)**, showcasing their enduring appeal for grab-and-go options. (Mintel, *Attitudes towards lunch Out-of-Home UK*, July 2024).
- ◆ The national organisation for this industry is [The British Sandwich & Food to Go Association](#). Other industry bodies include [UK Hospitality Association](#), [Scotland Food and Drink](#), the [Scottish Food and Drink Association](#) and the [Café Life Association](#).

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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.

- ◆ **Mintel – Attitudes towards Lunch Out-of-Home (July 2024).** Hybrid work models bring focus to micro-moment lunches – busy workers seek fast, convenient meals during short breaks. Self-service kiosks and mobile ordering tech will enhance the out of home experience. Portable meal solutions like pre-packaged salads, ready-to-heat meals, and grab-and-go sandwiches cater to consumers on the move. Younger workers are fuelling demand, with 28% of 16-34 year olds now more inclined to purchase lunch from nearby outlets. This indicates a rising requirement for quick and easy lunch choices near workplaces of young workers. Operators in these areas can cater to this demand by aiming at young workers through lunchtime loyalty schemes to boost customer retention.
- ◆ **Mintel – Lunchtime Foods in Retail UK (March 2025).** Own-label dominates the prepackaged fresh sandwich market, driven by supermarkets' long history in the category and brands' struggles to differentiate their products. Samworth Brothers' Urban Eat maintained its position as the leading brand in 2023/24. The Gym Kitchen has made a splash in the category. Entering in 2024, its USP of 'macro-counted' foods appears to have lent the brand enough of standout to allow it to carve a substantial foothold.
- ◆ **Technavio – Sandwiches Market in Europe 2025-2029 (January 2025).** With the increasing number of people opting for a vegan lifestyle, the demand for sandwiches that use vegetarian fillings will increase across Europe during the forecast period. Many people in developed countries are willing to reduce their consumption of animal-based food products. Vegetable lovers have seen exponential development in the most recent decade, with a growth of over 300% in sandwiches.

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

- ◆ **British Baker** – articles [How quality coffee can help drive footfall in bakery and sandwich outlets \(Oct 2025\)](#), [Gluten-free brands target speciality bread with new launches \(Oct 2025\)](#), [Flavour, farming and flour power: sourdough trends in 2025 and beyond \(September 2025\)](#)
- ◆ [Café Life Magazine](#) and [International Sandwich & Food to Go News](#) - monthly trade publications for sandwich shop owners and café and coffee shop owners in the UK. The publications provide market news and trends, reviews of new tea, coffee and snack products, and details of trade events.
- ◆ **National Library of Scotland** – there is access to free business e-Resources by [registering here](#). These include a start-up guide **Sandwich Shop, October 2023** which offers some key market trends and information on trading issues and legislation

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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 contact us on 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.



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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.

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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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