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Affluent millennials in London are most likely to purchase restaurant-branded products

Younger and London-based consumers are currently more engaged with foodservice branded products in retail, according to Lumina Intelligence’s Omnichannel Report 2022.

Demographic nuances highlight the importance of a targeted strategy. There are varying category opportunities between demographics including young affluent families outside of London driving meal kits.

Price and lack of awareness are the top barriers operators need to overcome, whereas flagship products that resonate with fans of the brand are essential to provide confidence in the product pre-purchase in retail.

Consumers already perceive foodservice branded products as better quality and worthy of a price premium. On that line, products that offer strong value credentials will be beneficial to suppliers as consumers trade down from foodservice occasions but seek the perceived quality of foodservice branded products in retail.

For brands like **Itsu**, the move into grocery was pivotal during the pandemic. Today, their sales are booming after accelerating their NPD into new categories. Despite soaring costs and financially squeezed consumers, the grocery division saw a **growth of 51% last year**, which followed a 59% jump in 2020 as the pandemic heightened demand.

**Pasta Evangelists** sales nearly doubled on omnichannel growth at the end of 2021, **up to £19.3m from the previous year**. CEO And co-founder Alessandro Savelli expects the group to grow by around 30% this year as continues to grow grocery sales.

As previously mentioned, **price is the main driver preventing shoppers from purchasing.** Availability, health, and product being as good as in restaurants are also comparatively smaller barriers, demonstrating how these are strengths of the categories and can be used in comms to grow further. Nearly one in five were not aware they could buy these products, presenting a need for advertising to reach more consumers and drive engagement.

Insights Director Blonnie Whist at Lumina Intelligence agrees that “*the market is a really interesting and nuanced space, with loads of opportunity for more fresh products and brands*.”

Within convenience, specifically, she added “*Opportunities exist for Price Management – prices can go up or down, promotions can be applied, as well as brand-aligned Partnerships, including introducing these products into Meal deals…. These are truly innovative products to the market, with a broad scope of opportunities*.”

ENDS

**Report Methodology**

The **Lumina Omnichannel Foodservice Report 2022** aims to help businesses understand consumer perceptions and attitudes around branded restaurant products in grocery, assessing the omnichannel opportunity for meal kits, ready meals and FMCG products such as sauces and salad dressings, in order to grow customers and brand loyalty.

The report has been produced with the following methodology:

* Feedback from 1,000 Lumina Intelligence Omnichannel Foodservice Bespoke Surveys
* 1,500 questionnaires per week, all channels and dayparts, via Lumina Intelligence’s UK [Eating & Drinking Out Panel](https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/)
* External websites and apps sourced throughout the report