

ResearchContext

• **What is out-of-home consumption?**



Consumer
Data
Research
Centre

An ESRC Data Investment

KANTAR WORLD PANEL


• **Why do we care?**

Purchases of food and drink consumed out of the home, as well as
takeaways which are brought back into the home







IF YOU HAVE  USE IT HERE



VISA  Apple Pay 



therudefoodco
just trying healthy food

VISA

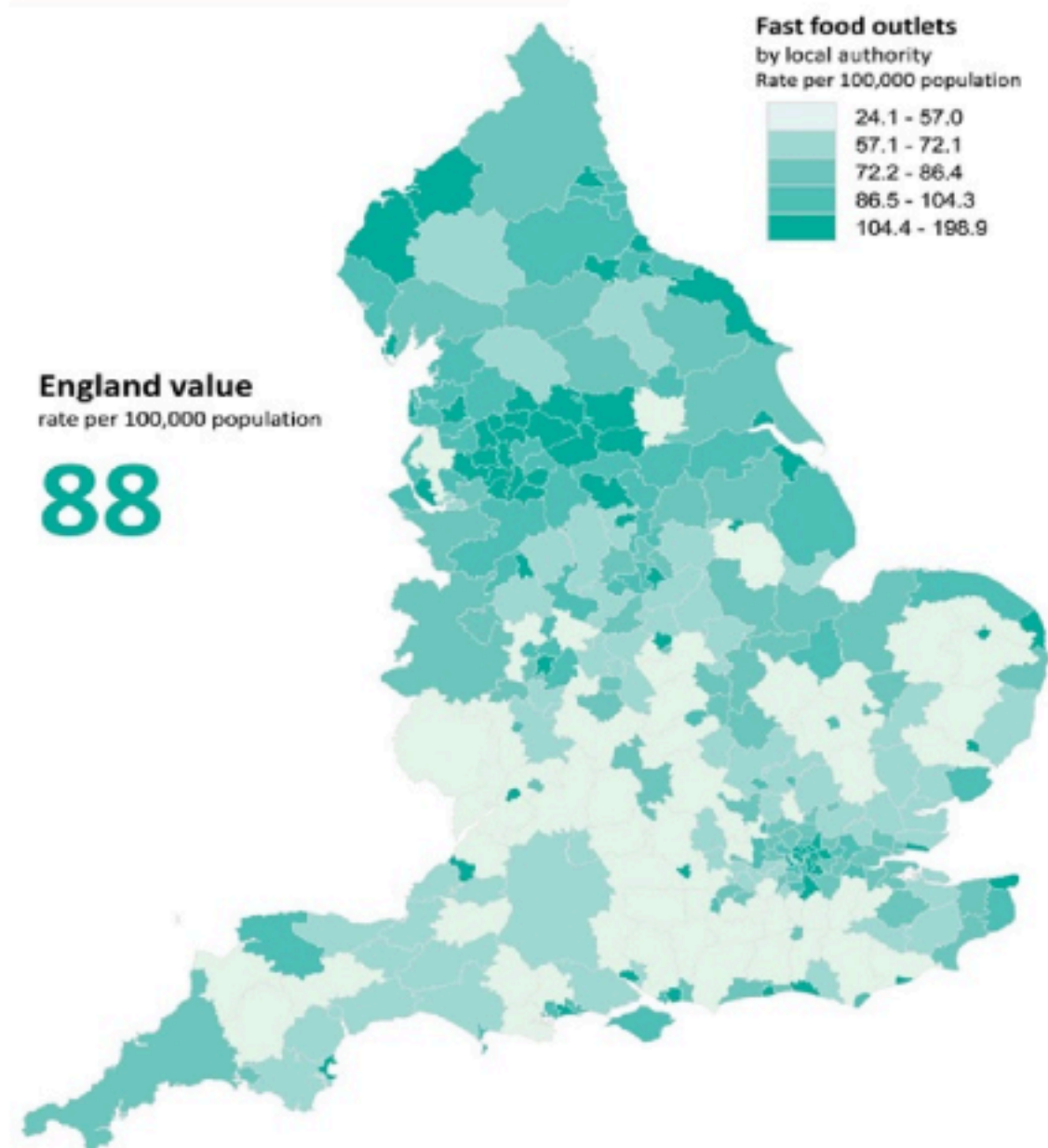
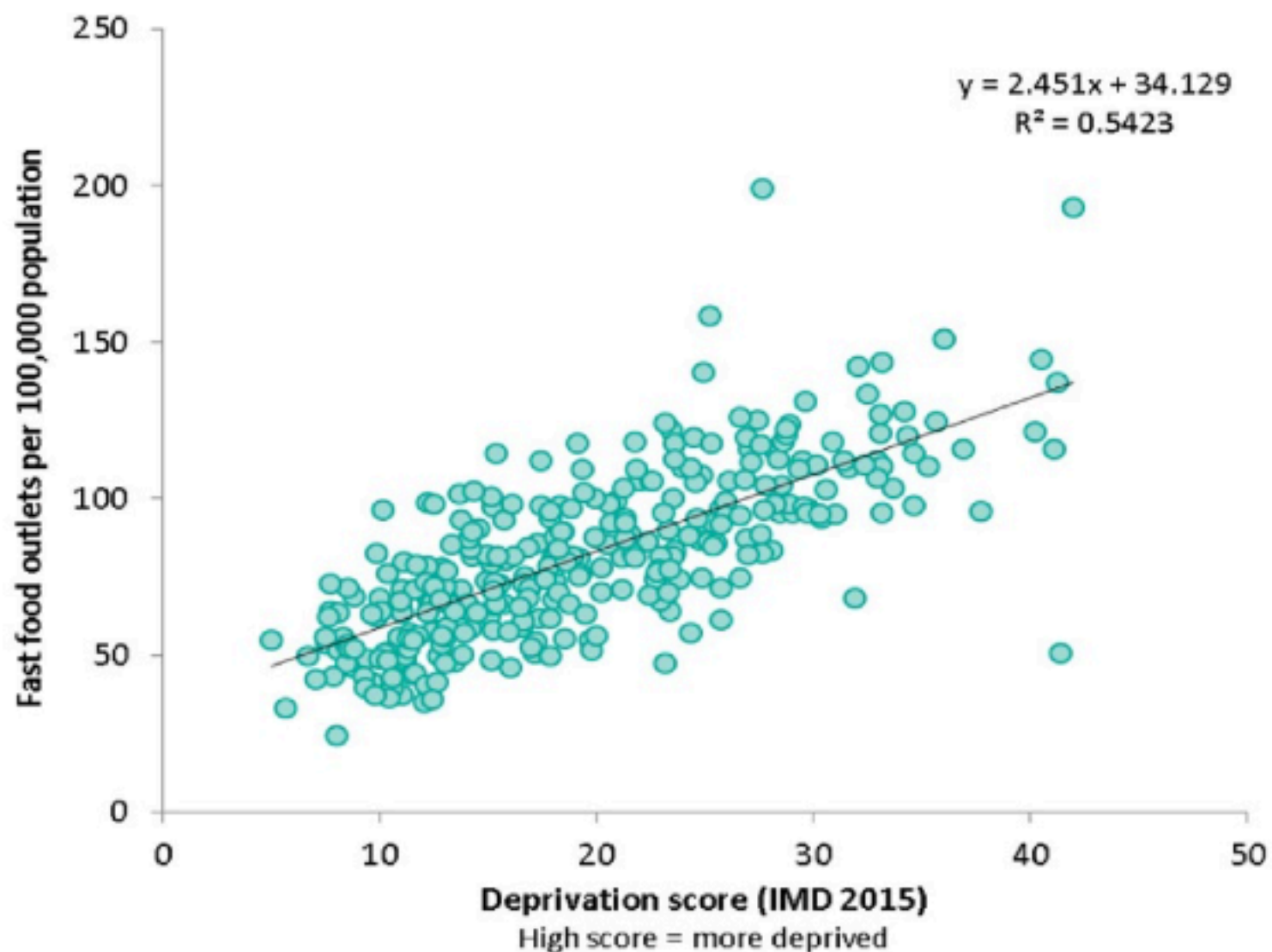


“One of the fastest growing grocery retail sectors globally”

- **53%** increase in places to eat out-of-home in last 10 years¹
- **One third** of household food and drinks spending is on eating out¹

¹Taylor, Anna & Sutherland, Jennifer & Watson, Fiona & Hinks, Robin & Ward, Alex. (2016). Force-fed: Does the food system constrict healthy choices for typical British families?.

Relationship between density of fast food outlets and deprivation by local authority



Data Source: Health and Social Care Information Centre . National Child

Measurement Programme: England, 2014/15 school year. 2015

Research Context

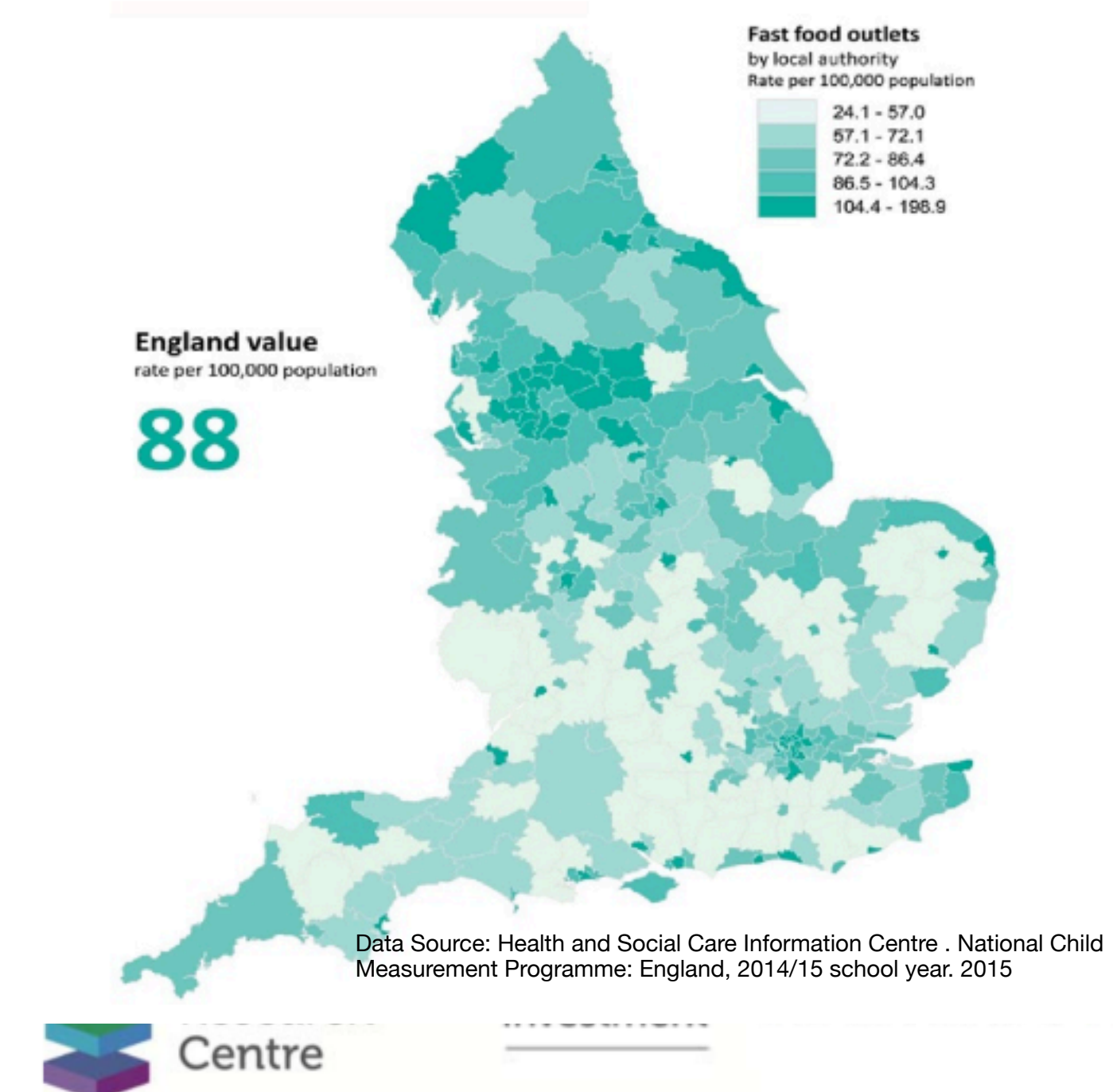
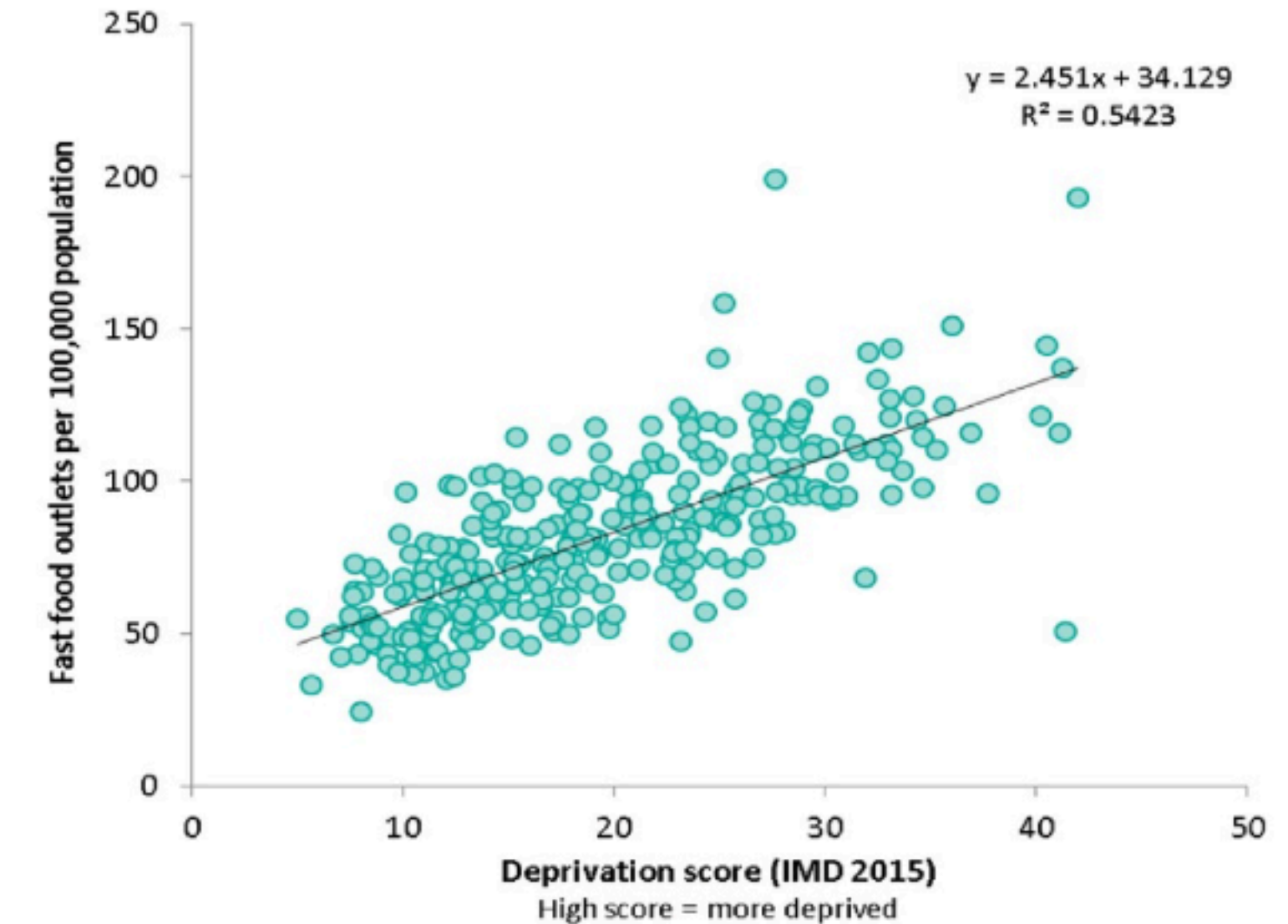
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Research Gap

Understanding

consumption patterns is difficult...