

CGA Calorie Insights 23

Navigating the impact of calorie labelling
legislation and delivering against consumer
expectations



Introduction

The Calorie Labelling (Out of Home Sector) (England) Regulations 2021 which came into force on 6th April 2022 imposed a real challenge for operators, with many having to redesign menus and triggering redevelopment of dishes.

With more consumers following a calorie-controlled diet than a vegan one, operators need to be paying as much attention to satisfying the low-calorie need as the meat-free.

48% of consumers told us in April 2022 that they intended to take calorie counts on menus into consideration when deciding what to order. After 6 months of this information being available, a third have now got into the habit of reviewing calorie information every time they eat out.

The **Calorie Insights Report** allows operators to understand the calorie-conscious consumer and navigate the challenges and opportunities that calorie labelling presents using a data-driven approach.



What you'll learn from this report

Who is the calorie-conscious consumer? – understand the behaviours and drivers of those most calorie-conscious consumers with insights on key differences between those who are engaged with nutritional information on menus and those who are less concerned.

How behaviours are influenced by calories counts – what will calorie conscious consumers do to mitigate a high-calorie main course? How to drive upsell and understand on which occasions consumers might be prepared to relax their calorie cut off.

Channel insights – understand which channels the calorie-conscious consumers are frequenting and how their perceptions differ based on the health focus of the offer.

Brand insights – understand which brands are attracting the calorie-conscious and who is doing the best job of satisfying them.



Methodology, Output and Investment

Methodology: Online quantitative survey of over 3,000 GB nationally representative out-of-home consumers who have eaten out in the past 3 months.

Output: 50-page easy to digest insight report.

Investment: Full Report £995 plus VAT for non-data partners; £695 for data partners & current BrandTrack subscribers.



Why CGA?

CGA is the definitive out-of-home measurement, insight and research consultancy that empowers the world's most successful food and drink brands. With more than 30 years' experience and best-in-class research, data and analytics, CGA is uniquely positioned to help out-of-home businesses develop winning strategies for growth.

CGA works with food and beverage suppliers, consumer brand owners, wholesalers, government entities and pub, bar and restaurant retailers to protect and shape the future of the out-of-home experience. Its mission is to use phenomenal data and expert insights to give brands a competitive edge and ensure the market we love is the most vibrant possible.

To learn more, contact: retail@cgastrategy.com

