

Food insights series

Hot Snacking in Pubs²⁰²⁵

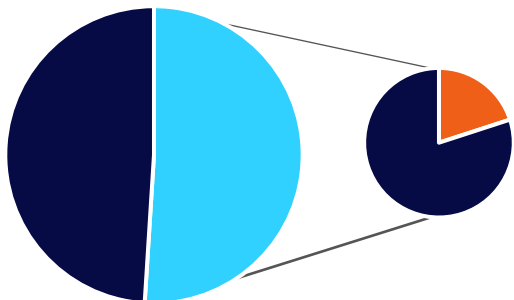
A practical and in-depth guide equipping foodservice suppliers and hospitality operators with the insights needed to design and implement the most effective commercial strategies

NielsenIQ



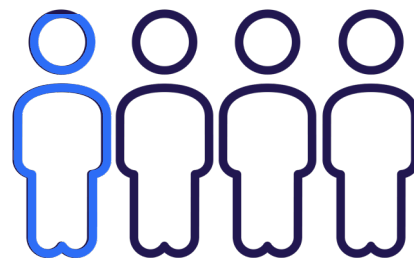
Key findings at a glance

Hot Snacking in Pubs reveals how Britain's favourite hot snacks are driving longer visits, higher spend, and fresh opportunities for food wholesalers, suppliers, and operators.



On Premise penetration

Over half of all pub visitors **typically order a hot snack** during their visit, and one in five do so on **every or almost every occasion**



Rising frequency

Consumers that say they're purchasing hot snacks more often than they did 12 months ago signal sustained momentum despite ongoing cost-of-living challenges



Stay and spend

Consumers often extend their stay in-venue after ordering a hot snack, resultantly converting kitchen occasions into bar revenue.

Who is this report for?

Sales & Commercial

Produce authentic sales stories to clearly illustrate the value of buying into your portfolio of brands.

Justify propositions and make data driven decisions.

Category & Insights

Generate cost savings by removing the need to commission expensive research programs.

Demonstrate strong thought leadership with highly relevant and category specific outputs.

Innovation & NPD

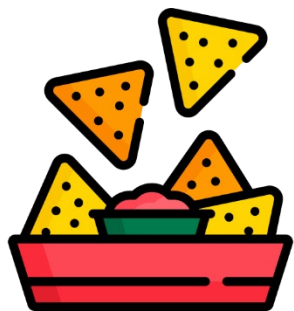
Get ahead of the competition by powering your innovation pipeline with consumer backed trends.

C-Suite

Save time preparing complex internal reports and get an impartial view of the latest market developments and competition landscape.

Unpick the most common problems in foodservice

The report provides a clear understanding of the **current hot snacking trends** and **consumer preferences** in pubs, enabling manufacturers, suppliers, and operators to make informed decisions and capitalise on new opportunities in the market



Exceed consumer preferences

Understand purchasing patterns for hot snacks with an understanding of key driving factors behind hot snack choices



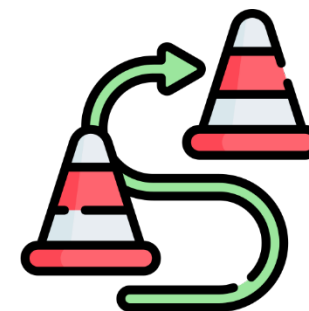
Support pricing strategy

Pricing analysis based on Van Westerdorp's model to measure optimal price by various demographics and limits to marginal expensiveness to aid pricing strategy



Keep customers longer

Understanding the relationship between hot snack consumption and dwell time, impacting overall length of stay in venue and additional drinks ordered to predict revenue return



Unlock new opportunities

An investigation into barriers to consumption for pub consumers who currently don't purchase hot snacks and how to overcome obstacles to encourage more hot snack consumption

Methodology



Quantitative online survey



Spring 2025



Nationally representative sample of 10,000 GB consumers who visited **pubs** in the last 6 months

NIQ



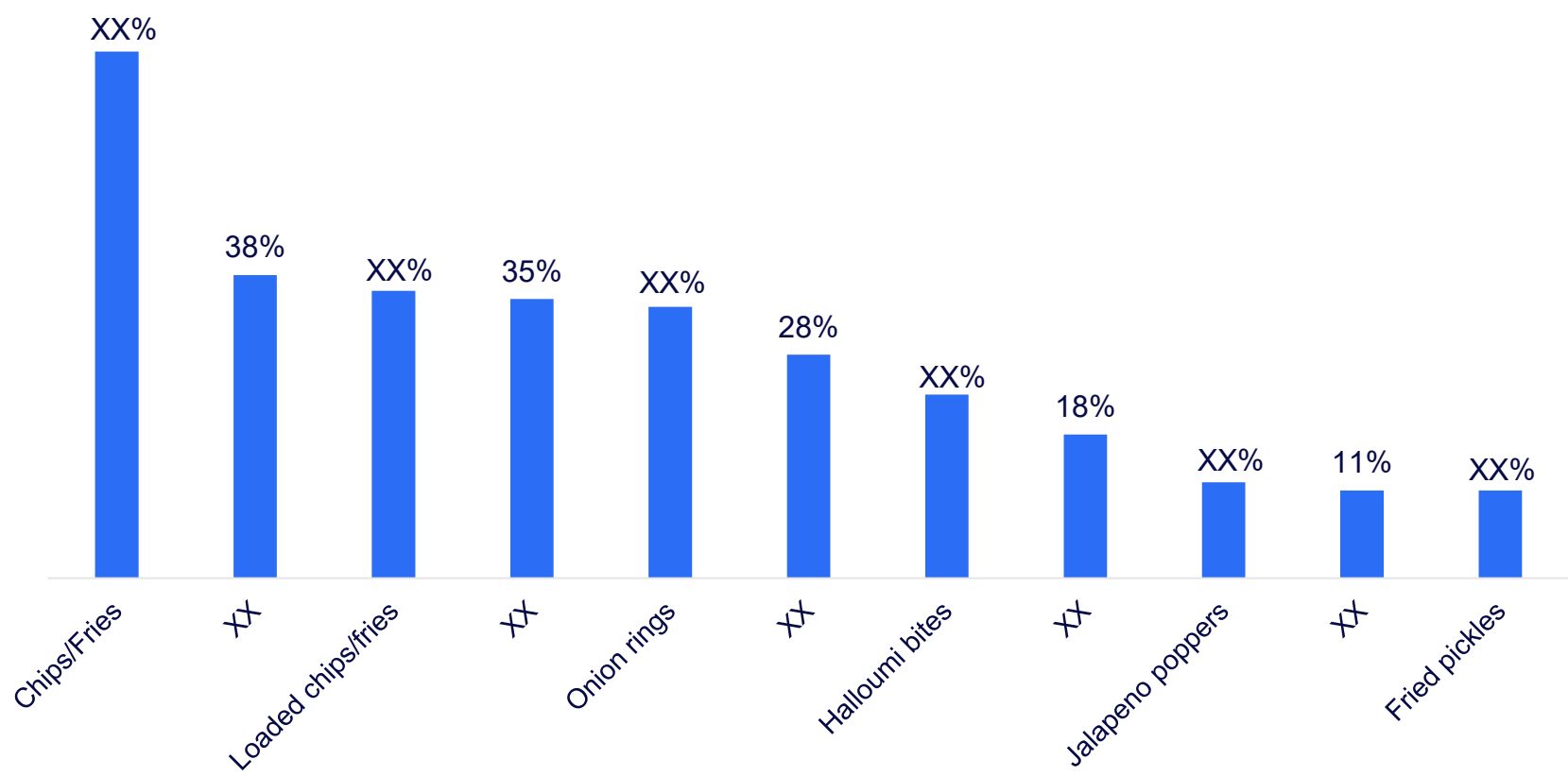


Example
Output

NIQ

Chips/fries are the most popular hot pub snack, likely due to their wide availability, however, there is opportunity across the board with different options

Which of the below hot snacks do you typically purchase at pubs?



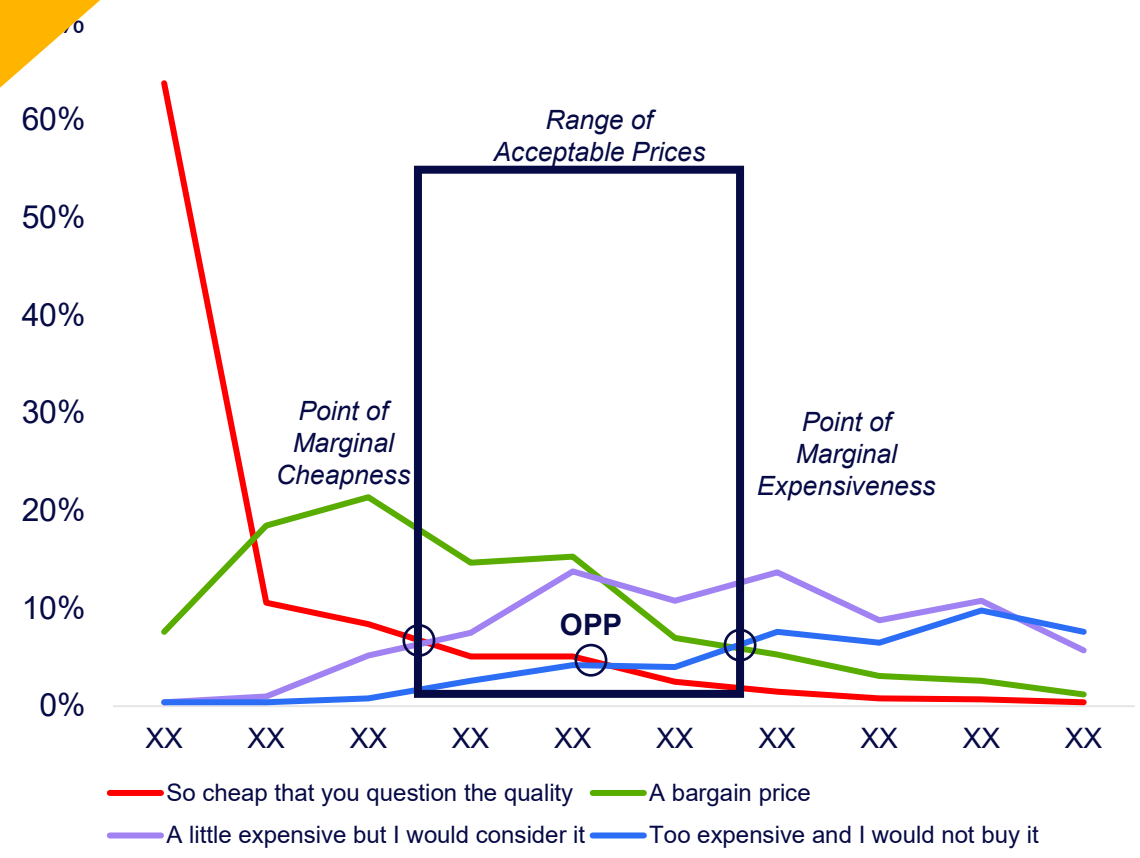
CGA by NIQ, Hot Snacking in Pubs 2025 – Sample Size: 5086



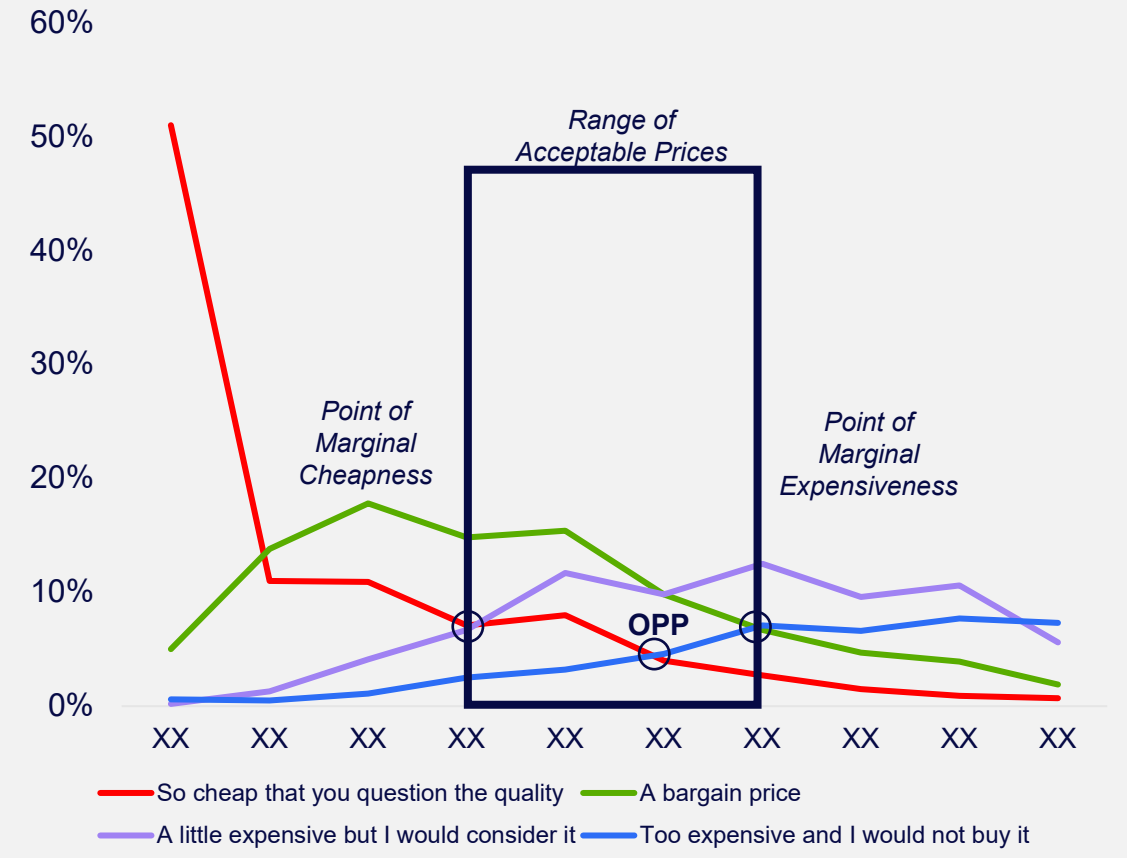
Example
Output

Hot Snackers have a higher margin of acceptable costs, with the optimal price of £XX.XX, compared to the GB Av. of £XX.XX

Average GB Pub Hot Snacker



Frequent Pub Hot Snacker



Example
Output

an increase in dwell time also leads to an increase in the number of drinks ordered

XX%

of consumers will
***purchase
more drinks***
when ordering hot
snacks

+XXpp for Frequent Pub Hot
Snackers

When ordering hot
snacks, on average
consumers will order
***XX.XX more
drinks***

per visit

Vs. ***XX.XX*** for Frequent Pub Hot
Snackers

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Contact the experts

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