

Food Insights 2026

A comprehensive guide to future-proofing your food proposition, offering forward-thinking insights and actionable strategies to position your business as a market leader

NielsenIQ

powered by **CGA** intelligence



You asked. We listened.

Unpick the most common problems within the foodservice industry



Know where to focus and how to win

Deep dive into how often consumers eat out, what channels they use, what occasions and meal courses they prefer, and how much they spend



Be inspired by global cuisines

Analyse the supply and popularity of global cuisines and explore opportunities to advanced saturated cuisines or capitalise on emerging opportunities



Secure your future with a loyal customer base

Recognise enduring consumer priorities within the industry, including sustainability, plant-based and insight into maintaining customer loyalty



Tap into new opportunities for 2026

Use insights to level up your offering by staying one step ahead of your competitors and maintain a competitive edge as market leaders

Key themes explored

- Market Update
- Out-Of-Home Consumers
- Food Trends
- Global Cuisines
- Delivery, Takeaways & Dark Kitchens
- Tech & Artificial Intelligence (AI)
- Sustainability
- Plant-based
- High Fibre

Methodology



Quantitative online survey



Q4 2025



Nationally representative sample of 2,000 GB consumers who visited the Out-Of-Home in the last 6 months



NIQ powered by CGA intelligence Proprietary Food & Drinks

Data taken from:

- Business Confidence Survey
- Cost of Living Pulse
- Foodservice Price Index
- GB REACH
- Hospitality Market Monitor

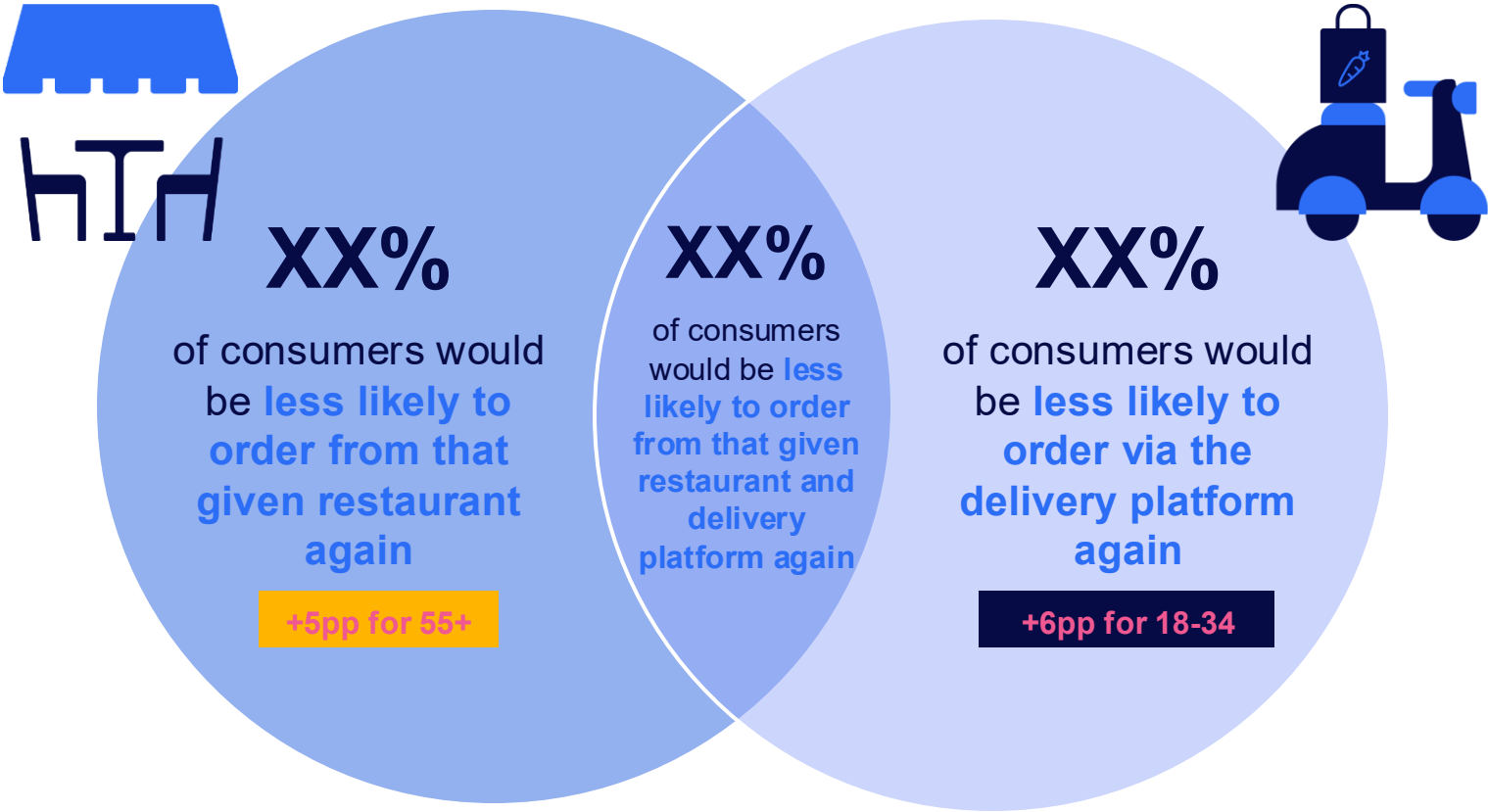




Example
Output

Restaurants suffer from poor presentation and must work closely with delivery partners to ensure their reputation isn't impacted negatively

"If I ordered a meal for delivery or takeaway from a restaurant and I was not satisfied with the overall presentation and condition of the food upon arrival..."



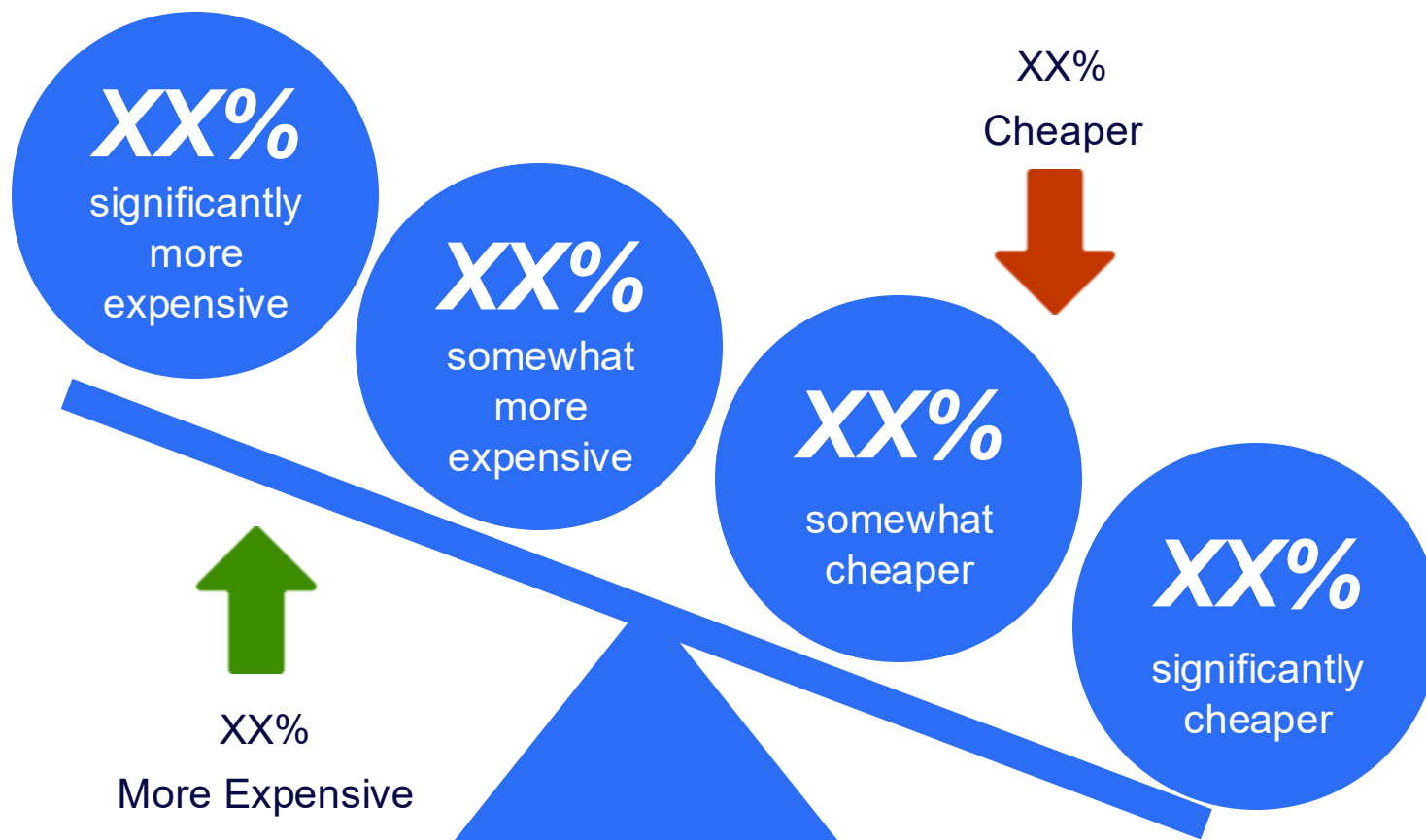
CGA by NIQ, Food Insights 2026, Sample size: 1562

Example Output

There are mixed views on how price will be impacted, but the general outlook is that it will increase

You said you expect tech & AI to have an impact on the price of the overall eating out experience. Please complete the following statement...

"Due to tech & AI, I expect the cost of the overall eating out experience to be..."



Example
Output

... adoption and integration seems to be driven by the younger, more affluent
... consumers – indicating that this momentum will push further as time moves
on and they dominate the sector

Which of the following statements best describe your attitudes towards the use of tech & AI?



+19pp for 18-34

+7pp for 35-54

+12pp for ABC1

+7pp for Weekly
Visitors

XX%

would be **open to paying via a
QR code / app for a more
efficient payment process**



+21pp for 55+

+14pp for C2DE

XX%

would still **prefer to pay in person,
through a vendor, either cash or
card**

Food Insights Series *NIQ powered by CGA intelligence*

*Reports available now – please contact your
account manager for more information*



Spotlight Report: Desserts



Flagship Report: Hot Beverages



Spotlight Report: Snacking in Pubs



Spotlight Report: Hot Snacking in Pubs

Contact Us

To learn more or to speak to a member of the team,
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