

# The Grocer – Lunch Meal Deals

Research on behalf of The Grocer

**Lucia Juliano**

Head of CPG & Retail Research

+44 (0) 161 242 1371

[ljuliano@harrisinteractive.co.uk](mailto:ljuliano@harrisinteractive.co.uk)



# Key Take Outs...

- Over a third buy meal deals at least weekly, however, more people are buying meal deals less often than this (43%).
- Since last year, 4 in 10 have reduced the amount of meal deals they buy, with just over one-fifth of consumers eating more lunch meal deals. Cost/ saving money (57%) is the most popular reason for consumers buying fewer meal deals.
- Price (29%) is the most important factor for consumers when buying a lunch meal deal.
- Half of consumers typically spend between £3 and £3.99 on their lunch meal deal. 37% of consumers said this is the most they would consider paying for a lunch meal deal, however, a quarter would be willing to spend a maximum of £4 - £4.99.
- Meal deals would need to be of a higher quality for people to consider spending over £5 on one.
- Half of consumers would consider trying a £1.75 meal deal from B&M or Poundland and half consider this to be great value for money. However, over a third would doubt the quality of a meal deal brought from B&M or Poundland.
- Half of consumers have a few preferred shops or supermarkets they buy their lunch meal deal from, and 3 in 10 have a specific shop or supermarket they go to. Over half of those with a preferred shop have a preferred lunch meal deal option that they always or mostly buy.
- Half of consumers would swap their preferred shop if somewhere close by offered their preferred meal deal for cheaper.

# Significance Testing Key

*Significant differences between demographic sub-groups are tested throughout the report at a 95% confidence level and are marked with the following symbols:*

## Gender

\*M = significantly higher for males than females

\*F = significantly higher for females than males

## Age

\*18-24 = significantly higher for 18-24s than all other age groups

\*25-34 = significantly higher for 25-34s than all other age groups

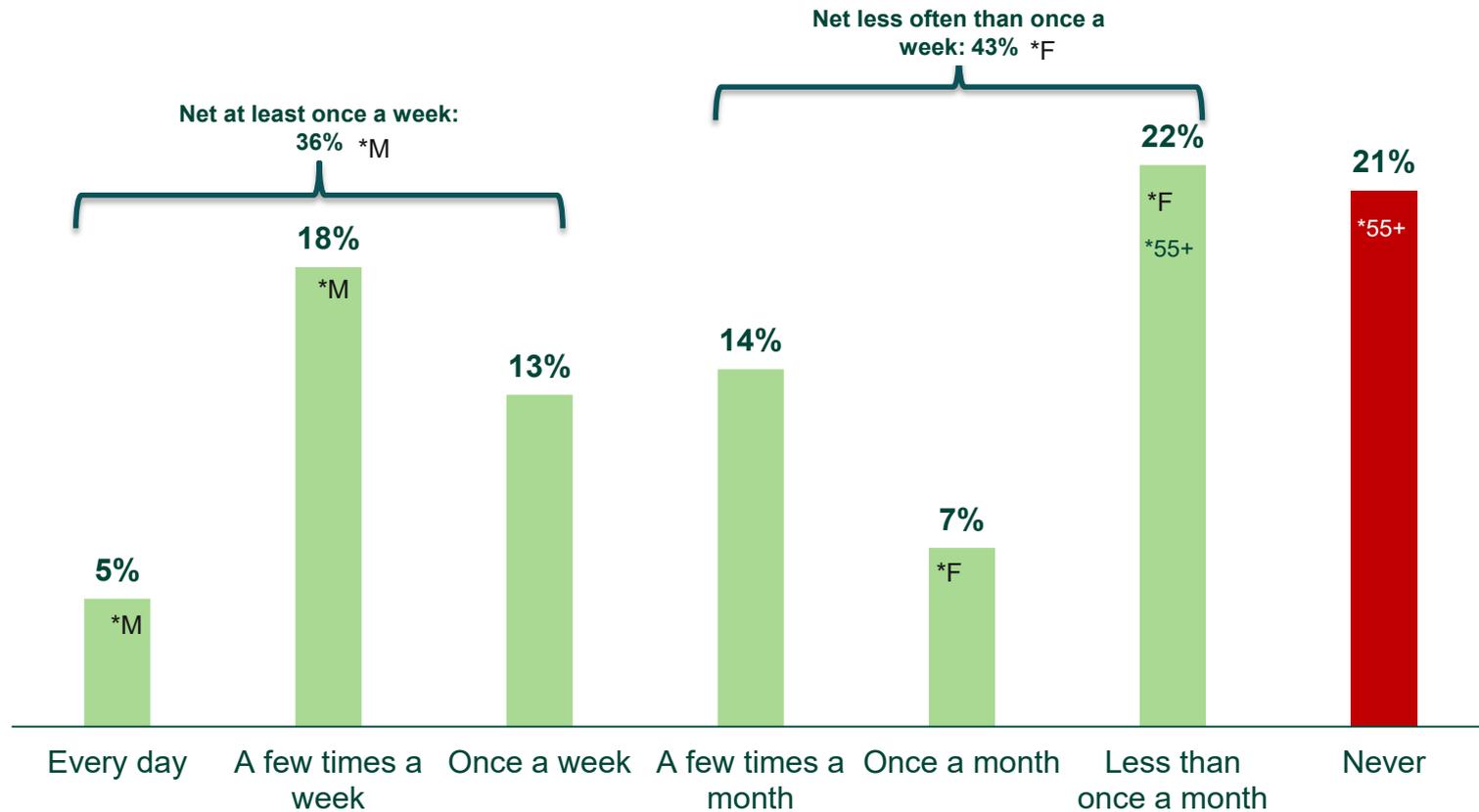
\*35-44 = significantly higher for 35-44s than all other age groups

\*45-54 = significantly higher for 45-54s than all other age groups

\*55+ = significantly higher for 55+ than all other age groups

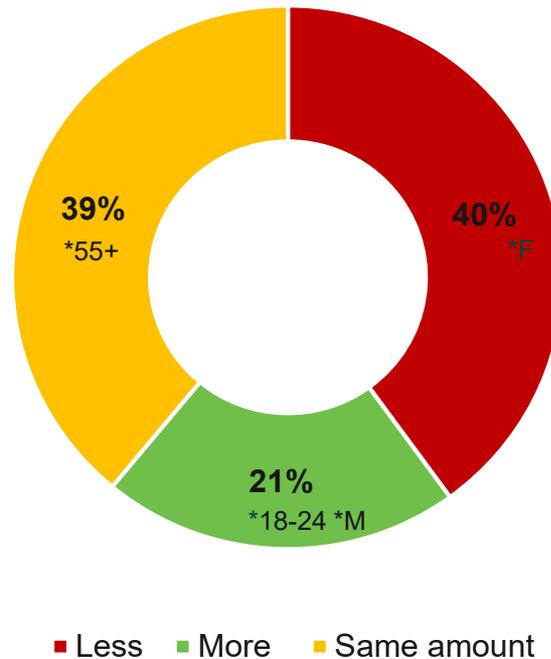
Just over a third of consumers buy a lunch meal deal weekly or more often (especially men). Consumers over 55's are the most likely to buy it less often than once a month or not buy it at all.

### How often do you buy a lunch meal deal from a shop or supermarket?



Just over one-fifth of consumers are buying more meal deals compared to last year, higher amongst the younger consumer and males. However, 4 in 10 have reduced the amount of meal deals they buy, especially females.

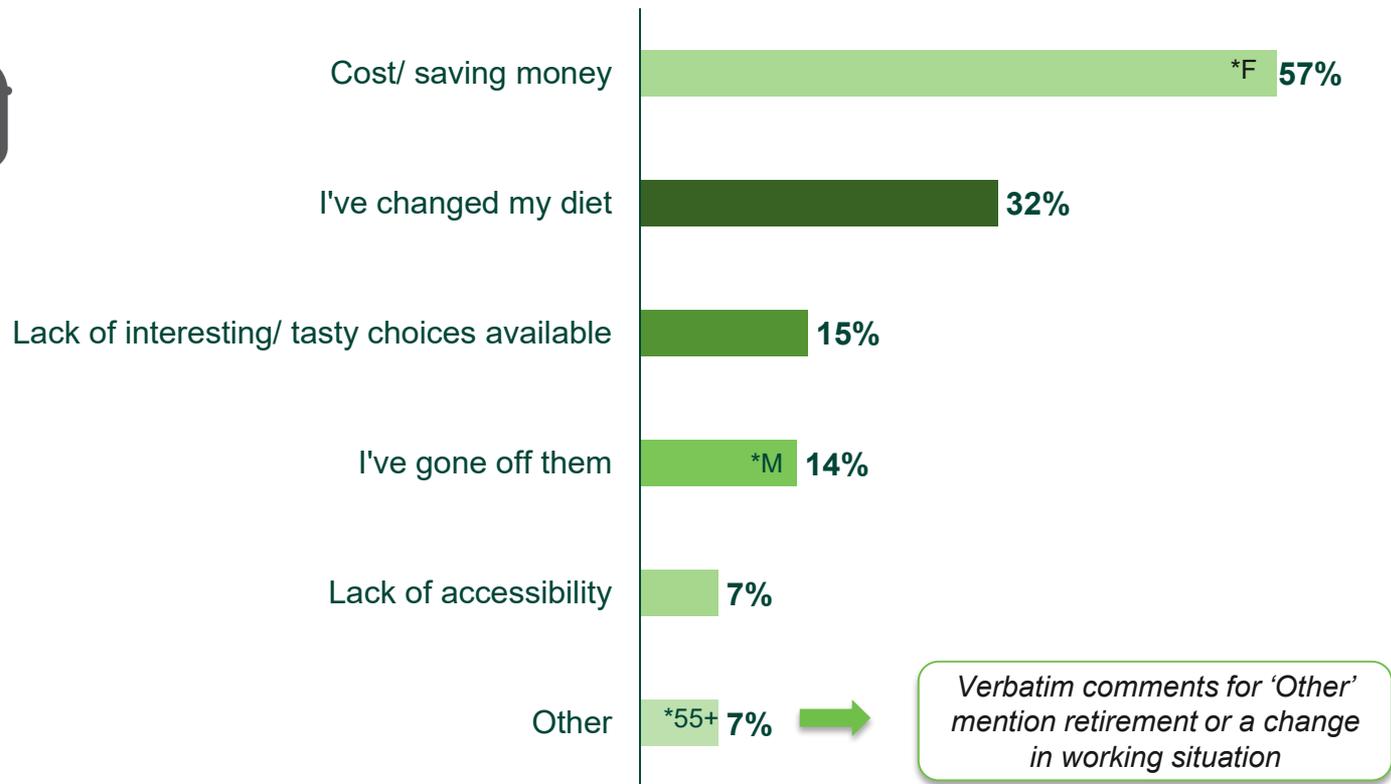
Do you eat more or less lunch meal deals from a shop or supermarket this year compared to last year?



# Saving money/ cost is the most popular reason for buying fewer meal deals and is most prevalent in females. A third of consumers changed their diets.

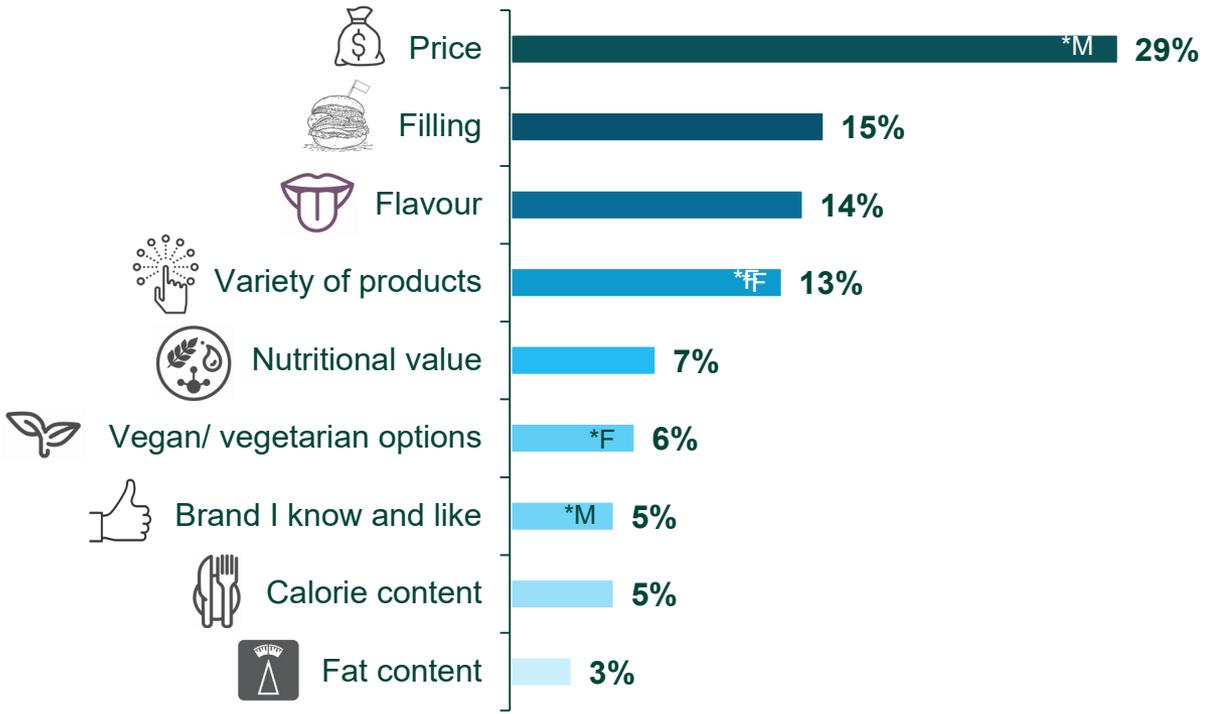


## Why are you buying fewer lunch meal deals this year compared to last?



Price is the most important factor for consumers when buying a lunch meal deal. It is followed at a far distance by filling, flavour and a variety of products to choose from.

What is the most important factor to you when buying a lunch meal deal from a shop or supermarket?



Half of consumers typically spend between £3 and £3.99 on their lunch meal deal. Over a third tend to spend less.

How much do you typically spend on a lunch meal deal?



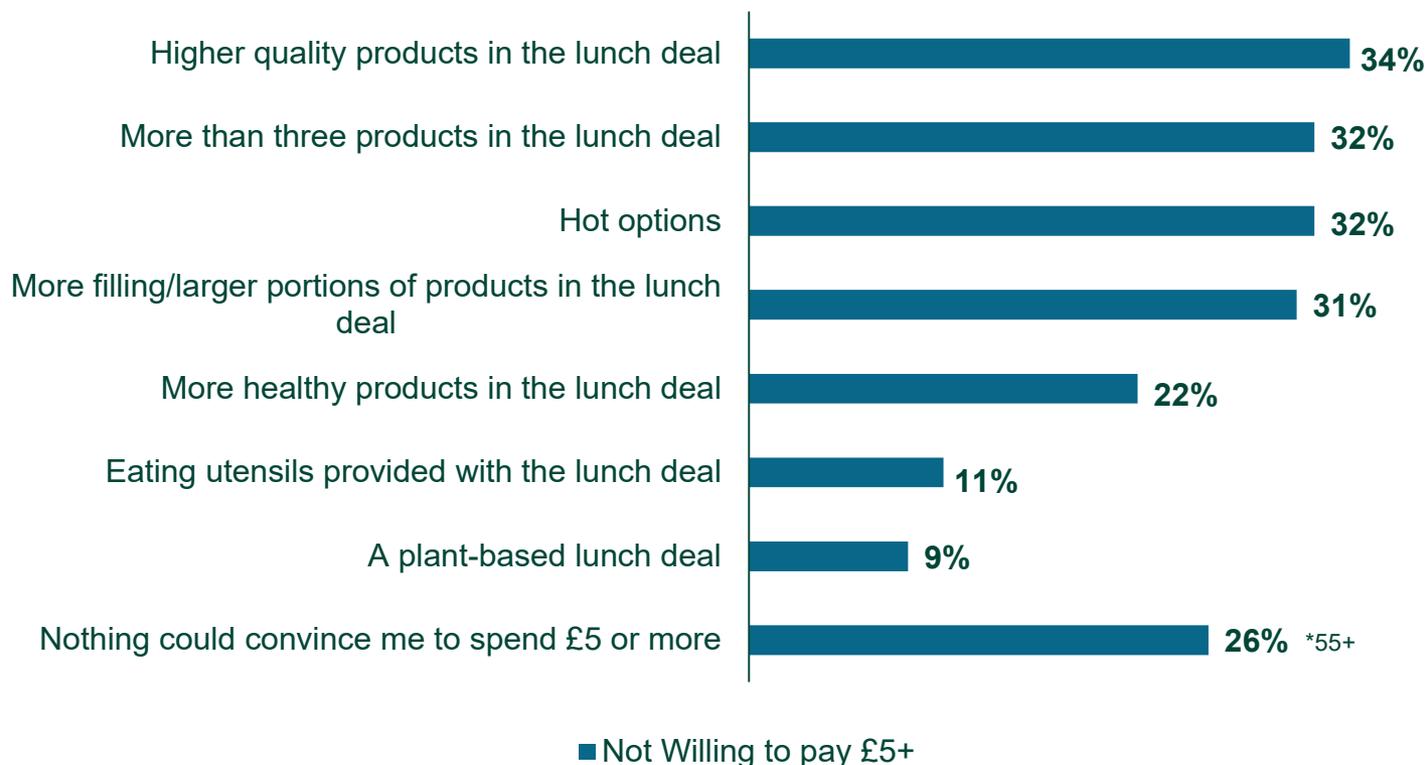
For nearly 4 in 10 consumers, the most they would be willing to spend on a meal deal is £3 - £3.99. A quarter would be willing to spend £4 - £4.99 and one-fifth would spend more than this.

What is the most you'd be willing to spend on a lunch meal deal?



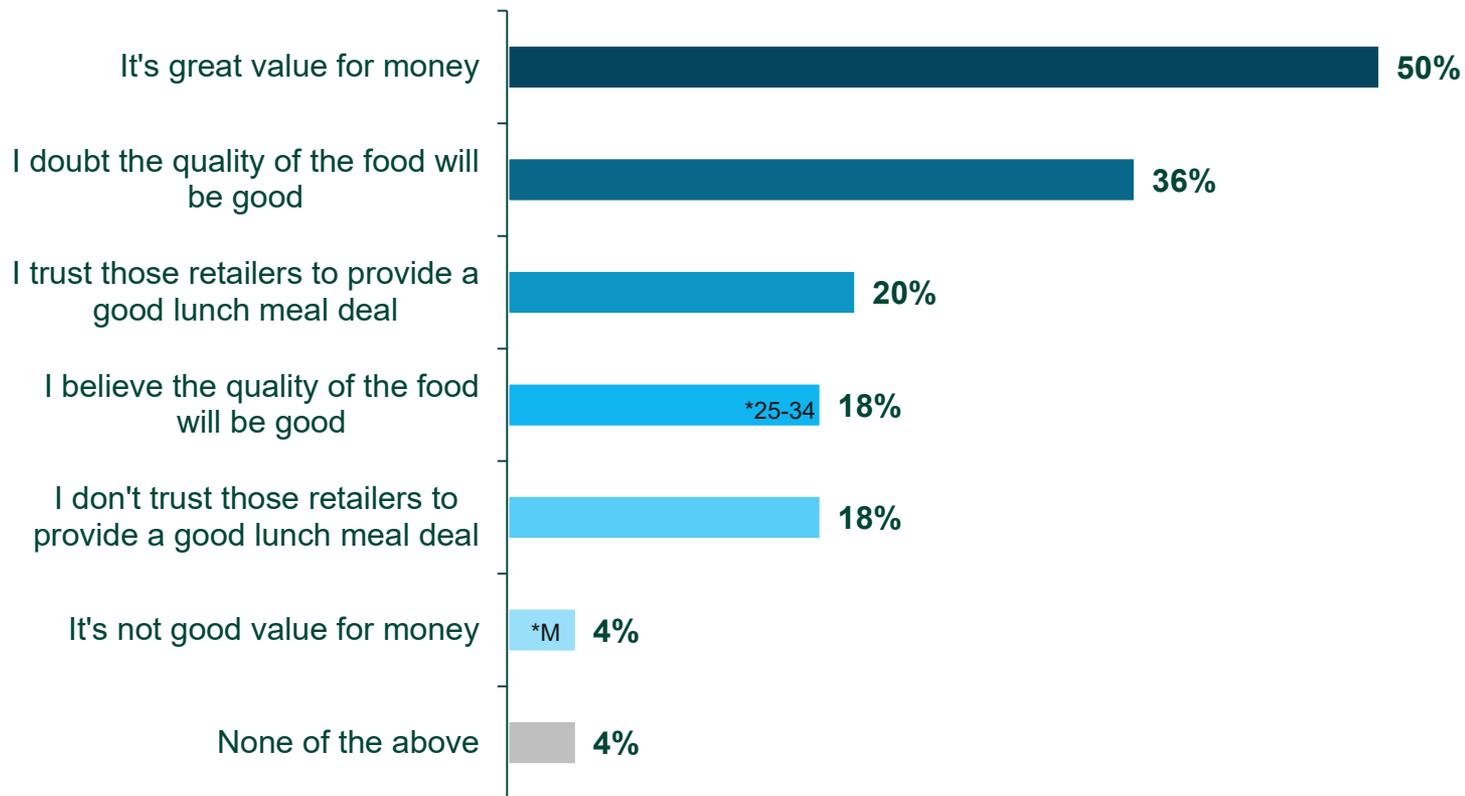
Amongst those unwilling to spend £5+ on a meal deal, higher quality products, more than three products in the deal, hot options and more filling portions are the factors most likely to convince them to spend more. Despite this, a quarter said nothing would convince them to spend more.

Which of the following, if any, could convince you to spend £5 or more on a shop or supermarket lunch meal deal?



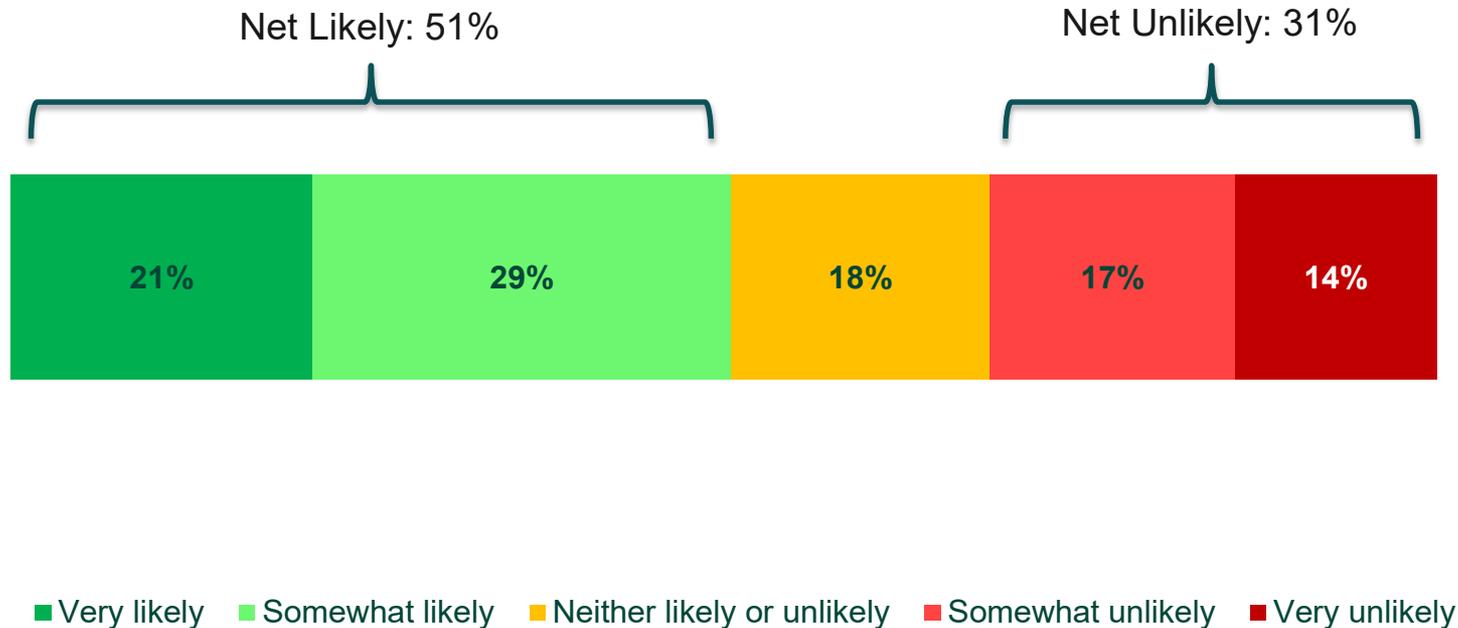
Half of consumers would consider a £1.75 meal deal from B&M and Poundland great value for money. However, over a third would doubt the quality of the food, and consumers are divided in whether they would trust those retailers to provide a good meal deal.

What is your opinion on the likes of B&M and Poundland launching meal deals (including a sandwich, drink and crisps) that cost £1.75?



# Half of consumers would be likely to try a £1.75 meal deal from B&M or Poundland, however just under a third would be unlikely to give it a go.

How likely would you be to consider trying a £1.75 meal deal from B&M or Poundland?

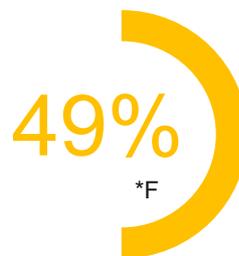


Half of consumers have a few preferred shops or supermarkets they buy their lunch meal deal from. 30% have a specific shop they always buy from and 22% don't have a preference.

Thinking about where you buy your lunch meal deal from, which of the following best describes you?



I have specific shop or supermarket which I always / mostly buy my lunch meal deals from



I have a few preferred shops or supermarkets and I tend to buy my lunch meal deals from one of those



I don't have a preferred shop or supermarket and tend to just go with how I feel on the day

## Over half who have a preferred supermarket also have a preferred option that they always or mostly buy.

You said that you have a preferred shop or supermarket which you buy your lunch meal deals from. Which of the following best describes what you tend to buy from that shop?



I have a preferred lunch meal deal option that I tend to always / mostly buy from that shop



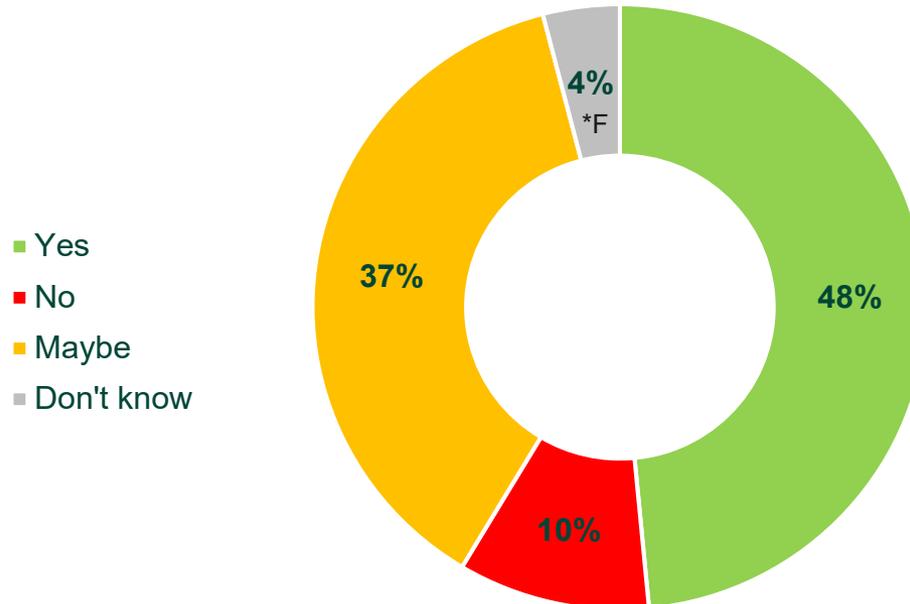
I have a few preferred lunch meal deal options and I tend to buy one of those



I don't have a preferred option and tend to just go with how I feel on the day

Half of consumers would swap their preferred shop if somewhere close by offered their preferred meal deal for less money. Only one-tenth of people would not swap.

If a cheaper lunch meal deal was offered in a shop or supermarket close to the shop which sells your preferred meal deal, could this convince you to swap for the less expensive meal?



# Appendix

## Approach & Demographics



# Approach and Panel

- We conducted an *online survey* with **2134 adults** aged **18+** across **England, Scotland, and Wales** between **4<sup>th</sup> November – 7<sup>th</sup> November 2019**.
- The survey took place using our sister-company **toluna.com online panel** which consists of members of the **general public** who have opted in and voluntarily agreed to participate in online research studies.
  - Through careful recruitment and management, **we are able to rapidly survey large numbers of the general population** and accurately **represent the views of the nation**.

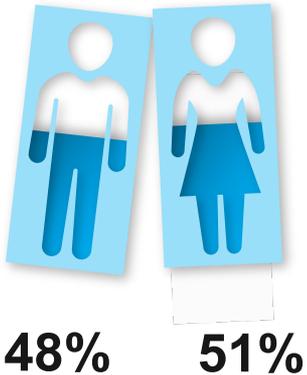


# Demographics

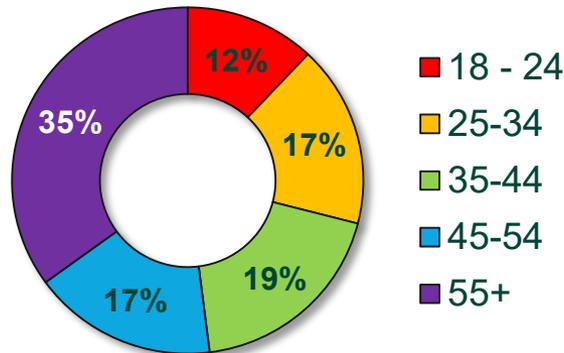
## A Representative Sample

- The results of the study were weighted to best reflect the size and shape of the population of the UK
- This means that the results in this report reflect an audience that is as true as possible of the GB population with the same age, gender and regional profile. The audience profile is detailed below.

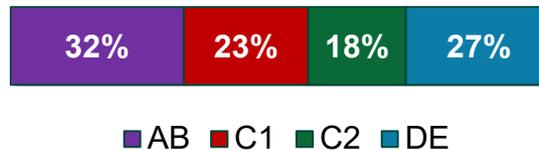
### Gender



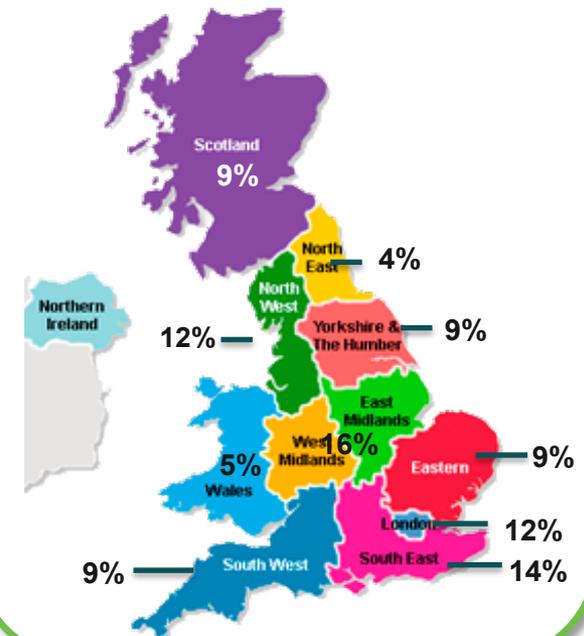
### Age



### Social Grade



### Region



**For further information about this study,  
please contact:**

*Lucia Juliano | Head of CPG & Retail | [LJuliano@harrisinteractive.co.uk](mailto:LJuliano@harrisinteractive.co.uk)  
0161 242 1371*

