



H G E M

XMAS 2023

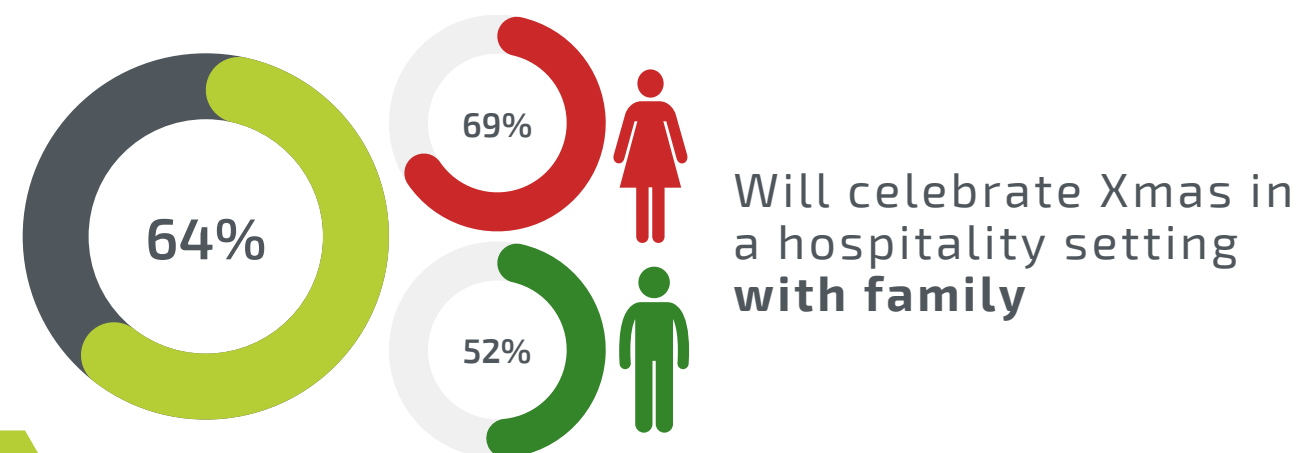
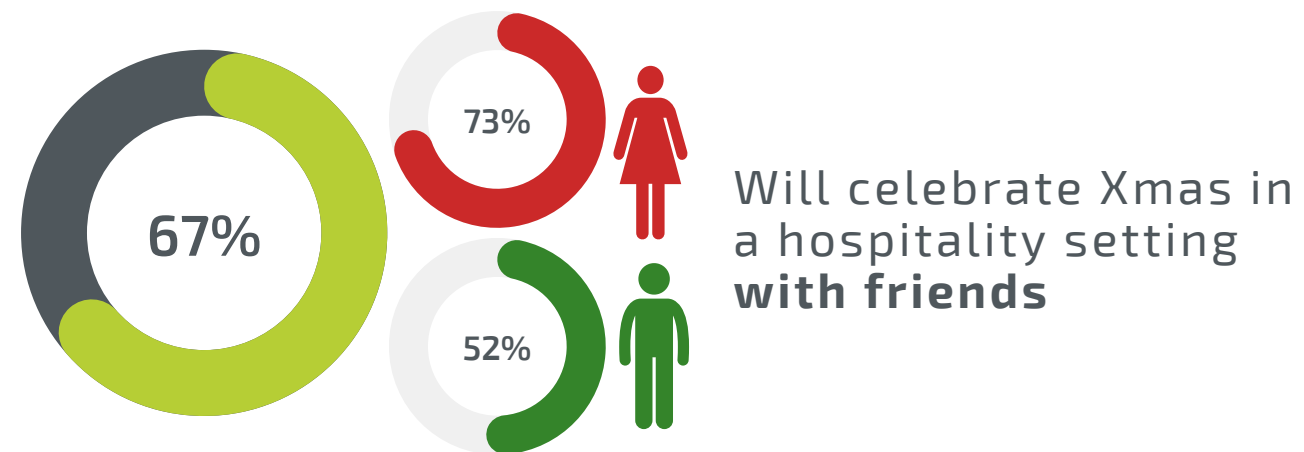
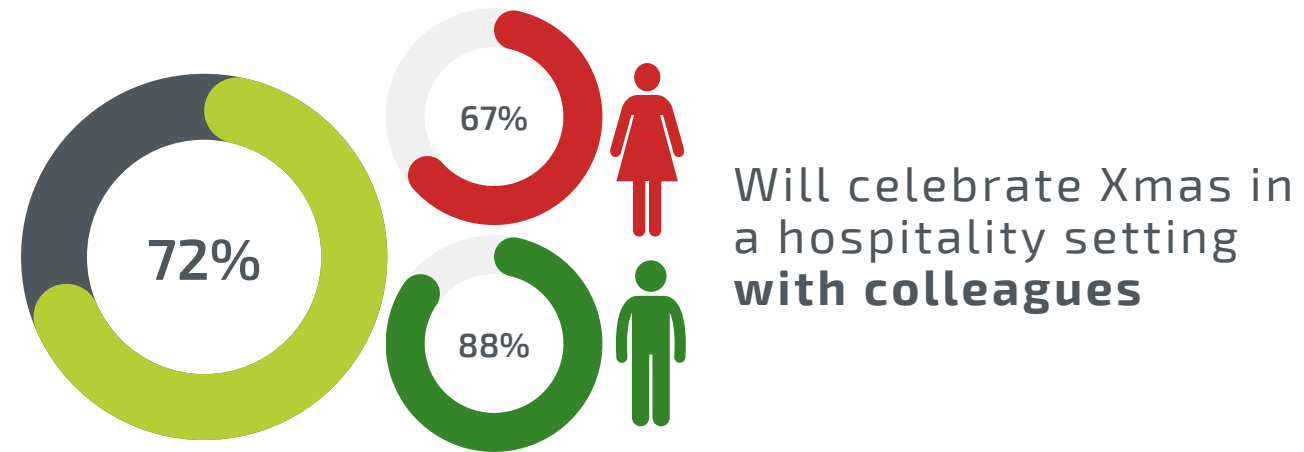
CONSUMER REPORT

Find out how customers plan on celebrating Xmas this year, including where they go, what they order and how much they spend.

Based on HGEM consumer survey **2023**



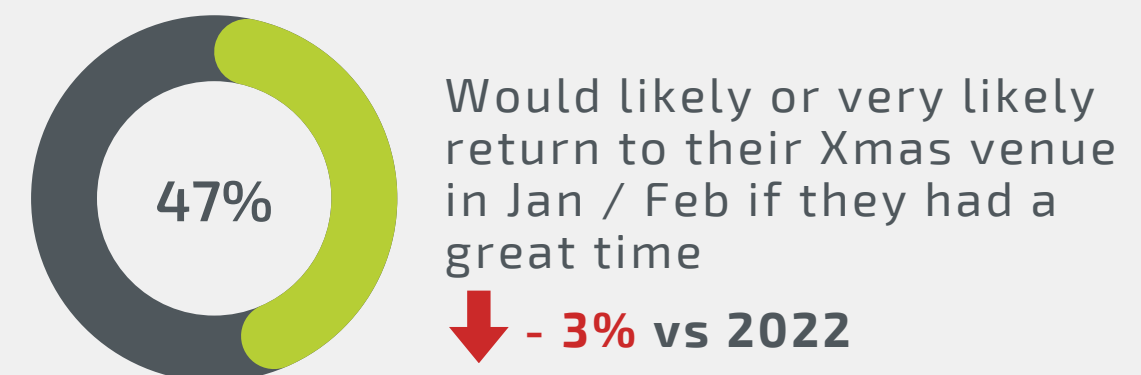
Who is celebrating Xmas by going out?







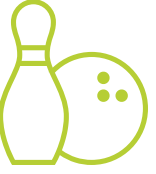



More lucrative office parties than last year



And who will return in winter?

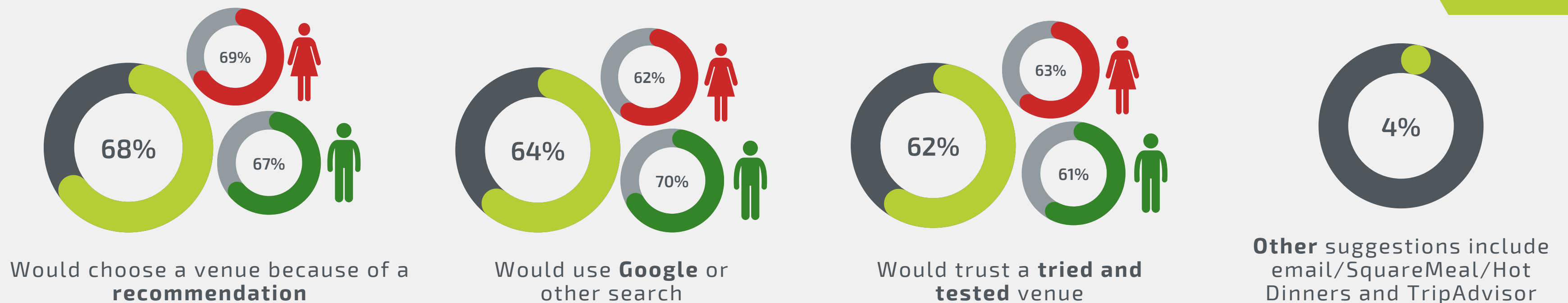


Consumer top factors for choosing a Xmas venue

- | | | | |
|---|--|---|---------------------------|
|  | 1. Total cost |  | 4. Location |
|  | 2. Meal quality  vs 2022 |  | 5. Entertainment factor |
|  | 3. Perceived value  vs 2022 |  | 6. New and exciting place |



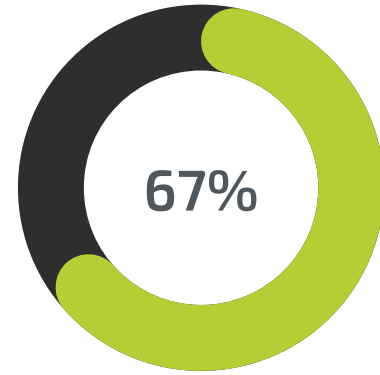
How do consumers find venues?



Budgets: meal, excluding drinks

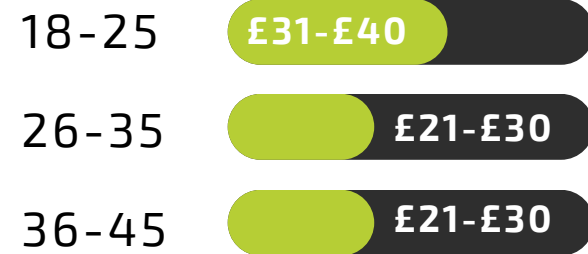
£21-£30

Is the average budget per person for a Xmas meal



Of customers have a Xmas meal budget ranging from £21 to £40

Average budget by age group:



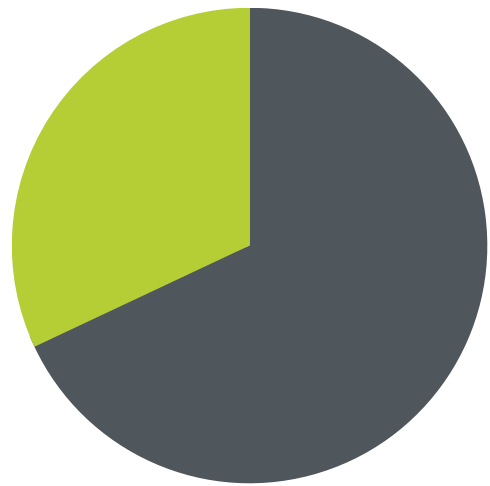
Budget distribution:



Pre-order preferences



27% don't want to pre-order at all **♀ 31%** **♂ 18%**
 25% want to pre-order food & drinks **♀ 21%** **♂ 36%**
 46% want to pre-order food **♀ 45%** **♂ 46%**
 1% want to pre-order drinks **♀ 2%** **♂ 0%**

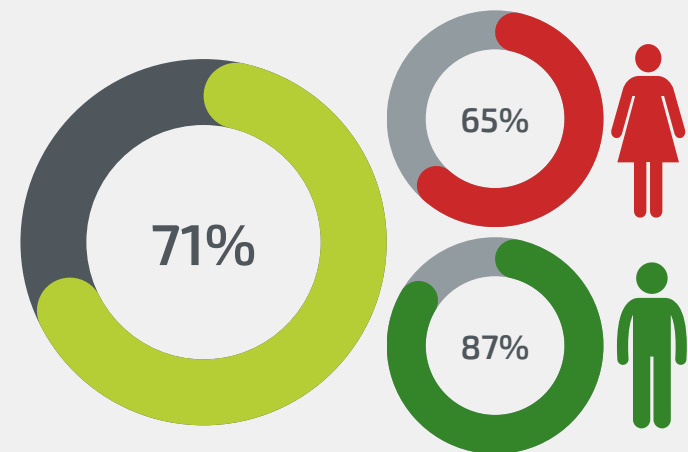


68% consumers prefer set menus, **32%** would rather order off the menu for Xmas
The only demographic where this sentiment is reversed is the 56-65 age group



Dietary Restrictions

46% Of consumers reported dietary restrictions



Feel that their dietary restrictions were well-catered to last year



Key takeaways



Consumers might have to dig deeper in their pockets this year due to cost-of-living, but nevertheless, they are determined to celebrate Xmas out in hospitality. We are seeing an increase in office-sponsored parties, which improves affordability for the customer.

It's interesting to see that men are more likely to celebrate with colleagues, whereas women most likely go out in their friendship groups. This should give a steer to what kind of packages to target for different demographics.

Given how heavily 'recommended' and 'tried and tested' venues come into play for customers choosing Xmas venues - a good Net Promoter Score should be a primary focus (if it isn't already).

Worth paying attention also to customers' pre-order preferences - they may not have the desire to pre-order drinks, but if you give them a reason (a deal), they just might, due to the cost-sensitive nature of budgets this year.

It may also be useful to slide your eyes over the most common dietary requirements, to see how your menu measures up. Although veganism might be trendy, it's vegetarians who actually make up the majority. Don't make the mistake of lumping vegans and vegetarians together in the menu - I've got on good authority that vegetarians do not like vegan cheese!

Steven Pike | MD HGEM



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