INTRODUCTION

It is important to keep up to date with what is happening in any industry in order to plan your company strategy effectively. The Business Information Centre can provide a wealth of information on all aspects of the food service industry from the global industry as a whole to the more specific sub-sectors.

In addition, Enterprise Europe NI is hosted by Invest Northern Ireland. The network can provide direct contact with market research centres throughout Europe and is a first point of contact for researching European food service markets.

What our research reports say about the food service industry

The all-Ireland foodservice market has been in continual decline since 2008 due to the impact of the recession. However, as consumers suffer the stress of financial worries and work longer hours to improve their job security, quick, convenient foodservice options are a key solution for many.

Key analysis: Women and young people are shown to have the greatest fondness for trying new dishes when dining out (TGI 2011). Foodservice providers must make efforts to update their menu, particularly highlighting new additions. A number of quick-service restaurants have benefited from offering limited-time products, helping to drive demand.
(Source: Mintel, Foodservice - Ireland - February 2012)

Key Note calculates that the market grew by 6% in 2011. It expects that the fast-food and home-delivery industry will continue to increase over the next 5 years. Value, flavour and the development of healthier fast-food products, as well as interactive social media campaigns, will be at the core of future growth.

The persistence of the economic crisis and consumers’ hectic schedules will continue to drive demand in the fast-food and home-delivery industry, which is expected to grow by 24.5% between 2012 and 2016.
(Source: Keynote, Fast-Food & Home-Delivery Outlets Market 2012)

See below to find out more.
MARKET REPORTS

BUSINESS MONITOR (www.businessmonitor.com)

Business Monitor provides industry trend analysis and forecasts, and competitive intelligence on leading companies, covering 16 industries in Asia, Europe, the Middle East, Africa, and parts of Latin America.

Reports available within Business Monitor of relevance to the food service sector include:

- Food & Drink Quarterly Reports for 70+ countries
- Mass Grocery Retail Market Overview for 70+ countries
- Industry Trend Analysis - Alcohol Taxes Impacting Industry In France 2012
- Industry Trends And Developments Ireland - Drink - Q4 2012
- Industry Trend Analysis China - Coffee Attracting Massive Investment 2012

DATAMONITOR (www.datamonitor.com)

Datamonitor reports provide comprehensive market intelligence, analysis and forecasting based on primary quantitative and qualitative research, providing the full picture on a particular industry, issue or trend. The following is a sample of the reports available through the Datamonitor database for the food service industry:

Market Reports, Interactive Models & Databooks

- Alcoholic Drinks and an Aging Population 2012
- Customization Strategies in Food And Drinks 2011
- Fair Trade Strategies for Food and Drinks Companies 2011
- Food & Alcohol Pairing: Consumer Occasions and Marketing Opportunities 2011
- f-Trade Drinking Habits: Exploiting New Consumer Behaviors in the Retail Market 2011
- Future Trends in Food and Drink Product Innovation 2012
- Health Concerns & Alcoholic Beverage Preferences: Implications for NPD 2011
- Hot Trends in Food and Drinks in Japan 2011
- Hot Trends in Food and Drinks Innovation 2011
- On-Trade Alcoholic Drinking Trends: Differentiating consumer on-trade drinking occasions to capitalize on value generating opportunities 2012
On-trend Foodservice Concepts 2012
On-trend Foodservice Concepts: Lessons from the innovators 2012
Personal Care Trends Offering Opportunities for the Food and Drinks Sector 2012
Private Label Alcoholic Beverage Trends: Post-Downturn Implications and Opportunities 2011
Private Label Food and Non-Alcoholic Drink Trends: Post-Downturn Implications and Opportunities 2011
Social Media Strategies for Alcoholic Drinks Companies 2011
Social Media Strategies for Food and Drinks Companies 2011
Sustainability Strategies in Food and Drinks 2011
Targeting Adult Consumer Needs in Soft Drinks 2011
The Future of Sustainability in Food and Drinks 2011
The New Rules of Premiumization 2012
The Role of Carbon Footprint Reduction in the Food and Drink Industry 2012
Trends and Behaviors in Eating Out 2011
Vegetarianization Strategies in Food and Drinks 2011

The industry profiles below are available:

Europe - Carbonated Soft Drinks 2012
Europe - Containers & Packaging 2012
Europe - Fast Food 2012
Europe - Ready Meals 2012
Global - Beverages 2012
Global - Carbonated Soft Drinks 2012
Global - Chilled & Deli Food 2012
Global - Fast Food 2012
Global - Food Products 2012
Global - Hot Drinks 2012
Global - Hotels, Restaurants & Leisure 2012
Global - Juices 2011
Global - Profit Foodservice 2012
Global - Ready Meals 2012
Global - Restaurants 2012

All above available for most of the following countries:
Asia Pacific, Australia, Belgium, Brazil, Canada, Czech Republic, China, Denmark, Europe, France, Germany, Global, India, Italy, Japan, Mexico, Netherlands, Norway, Poland, Russia, Singapore, South Korea, Spain, Sweden, Taiwan and USA.
Frost & Sullivan (www.frost.com)

Frost & Sullivan provides access to over 4,000 market reports for a wide range of sectors globally. These market reports provide key information such as market size by volume and value, market sectors, market shares, distribution and market forecasts. The following is a sample of the reports available through Frost & Sullivan for the food service industry:

- Financial Assessment of Non-alcoholic Beverages Market 2012
- Production and Investment Forecasts in Brazil's Food and Beverage Industry 2012
- Strategic Insight into the Global Plant Protein Ingredients Market
- Strategic Insight of the Global State of Sustainability in Food and Beverage 2012
- Strategic Insight of the Global State of the Food Economy 2012

KEYNOTE (www.keynote.co.uk)

Keynote is an online database providing information on 27 industry sectors in the UK. Reports cover industrial and consumer sectors and information includes market size and trends, key players and company profiles. The following is a sample of the reports available through Keynote for the food service industry:

- Breweries & the Beer Market Report 2012
- Catering Equipment Market Report 2011
- Chilled Foods Market Report 2012
- Coffee & Sandwich Shops Market Assessment 2012
- Cooking Sauces & Food Seasonings Market Report 2012
- Corporate Hospitality Market Report 2012
- Hot Beverages Market Assessment 2011
- Organic Food & Drink Market Assessment 2012
- Premium Lagers, Beers & Ciders Market Report 2012
- Restaurants Market Report 2012
- Soup Market Report 2012
- Take-Home Trade Market Report 2012
- Vegetarian Foods Market Assessment 2012
- Wine Market Report 2012
Mintel (www.mintel.com)

Mintel market reports analyse market sizes and trends, market segmentation and consumer attitudes and purchasing habits, as well as assessing the future market. The following is a sample of the reports available through Mintel for the food service industry:

**Ireland**
- Adventure and Outdoor Tourism - Ireland - May 2012
- Alcohol Retailing - Ireland - November 2011
- Artisan Foods - Ireland - March 2012
- Beer and Cider - Ireland - January 2012
- Domestic vs Overseas Tourism - Ireland - January 2012
- Entertaining in the Home - Ireland - June 2012
- Foodservice - Ireland - February 2012
- Irish Lifestyles - Ireland - June 2012
- Online Retailing - Ireland - March 2012
- Organic Food and Drink - Ireland - December 2011
- Price Promotions and Loyalty Schemes - Ireland - April 2012
- Snack Foods and Confectionery - Ireland - October 2012

**UK**
- Attitudes towards Family Dining - UK - August 2012
- Burger and Chicken Restaurants - UK - September 2012
- Contract Catering - UK - October 2012
- Convenience Stores - UK - April 2012
- Eating Out Review - UK - July 2012
- Ethnic Restaurants - UK - April 2012
- In-Home Meal Occasions - UK - February 2012
- Leisure Venue Catering - UK - January 2012
- Menu Flavours - UK - June 2012
- Online Grocery Retailing - UK - September 2012
- Pizza and Pasta Restaurants - UK - March 2012
- Pub Catering - UK - May 2012
- The Retailing of Food and Drink - UK - March 2012
PLIMSOLL (www.plimsoll.co.uk)

Plimsoll specialises in providing up to date, authoritative financial analysis. They publish in-depth industry reports and market analysis on over 1500 UK industries. The following is a sample of the reports available through Plimsoll for the food service industry:

- Food & Drink - Northern Ireland
- Food Colouring & Flavouring
- Food Distribution
- Food Import & Export Agents
- Food Ingredients
- Food Manufacturing
- Food Packaging
- Food Processors
- Food Retailers
- Food Service Equipment

OTHER MARKET REPORTS

Some Management Consultants specialise in different sectors and make detailed research available on their websites. Those with research available on the food service sector include:

- KPMG.GLOBAL
- PWC GLOBAL – http://www.pwc.com/gx/en/hospitality-leisure/index.jhtml

COMPANY INFORMATION

Identifying companies and finding the right information about their activities and performance is essential to making good business decisions. The Information Centre has a wide range of company databases that can provide financials, product information, company details or trade names. Company information on agents or distributors, competitors or even potential customers, can be searched for on an international, regional, national or local level through a variety of databases including Kompass and FAME.
Some of these databases have free, limited searching available on the internet. This can help to identify potential companies which can be researched further. The following links are useful:

- Bureau Van Dijk – Free Directory - [www.bvdep.com](http://www.bvdep.com)
- Kelly’s Directory – [www.kellysearch.com](http://www.kellysearch.com)
- Kompass – [www.kompass.com](http://www.kompass.com)

Datamonitor supplies company profiles on the larger global corporates including:

- Colabor Group Inc.
- Compass Group PLC
- Findus Group Limited
- Greencore Group plc
- Marr SpA

These profiles provide an invaluable analysis into the competitive and strategic performance of the company.

**OTHER HARD COPY DIRECTORIES**

- Ireland and Northern Ireland Hotel Industry Survey 2012
- Hospitality Review NI
- Hotel and Catering Review NI
- Meat Trades Journal
- Poultry World
- Retail Grocer
- Scottish Grocer
- Ulster Grocer
- British Baker

**STATISTICS**

The National Statistics website, [www.statistics.gov.uk](http://www.statistics.gov.uk), holds information on import and export trade statistics for many products:

Datamonitor also provides details on statistics and forecasts.
ASSOCIATIONS

Associations are an extremely useful way to find information on either markets or companies within the food service sector. Many associations hold detailed membership directories and include market reports, statistics, events & industry news, and useful links. The food service sector associations include:

NORTHERN IRELAND:
- Northern Ireland Food and Drink Association: www.nifda.co.uk
- NI Meat Exporters Association: www.nimea.co.uk

IRELAND:
- Wholesale Irish and British Foods: www.foodirelandwholesale.com
- Irish Food and Drink Wholesalers: www.wholesalersnetwork.com

UK
- Food Development Association: www.fda.co.uk
- British Frozen Food Federation: www.bfff.co.uk/about-us/publications
- Food Service Packaging Association: www.foodservicepackaging.org.uk
- Hospital Caterers Association: www.hospitalcaterers.org

EUROPE
- European Food Association and Services: www.ezilon.com
- European Food Service Packaging Association: www.idspackaging.com

USA
- America School Food Service Association: www.asfsa.org
- Manufacturing Agents Association for the Food Service Industry: www.mafsi.org
- National Restaurant Association: www.restaurant.org

INTERNATIONAL
- Canadian Restaurant & Food Service Association: www.crfa.ca
- Food Service World Association: www.foodserviceworld.com
- Inflight Food Service Association: www.ifsanet.com
- International Food Service Distributors Association: www.ifdaonline.org
- International Food Service Executive’s Association: www.ifsea.com
NEWS

Business Information Centre subscribes to a number of news databases which provide access to articles news and trade sources.

A vast amount of current and retrospective news articles on the industry can also be obtained from Datamonitor and Mintel.

The Lexis Nexis database has access to trade and news sources from around the world

JOURNALS AVAILABLE IN THE INFORMATION CENTRE:

- British Baker
- Catering and Licensing Review
- Checkout Ireland
- Dairy Industries International
- Grocer
- Grower
- Meat & Poultry
- Meat Trades Journal
- Mushroom Journal
- Mushroom People
- Scottish Journal
- Poultry World
- Ulster Grocer

SELLING TO THE PUBLIC SECTOR

Enterprise Europe NI’s Public Procurement Service offers the following services to subscribing businesses:

- Daily alerting service matching tender opportunities to tailored company profiles
- Advice and assistance on tendering procedures
- Information on UK and EU Public Procurement Regulations
- Assistance and advice on supplying to Local Government, Education Boards, the Health Sector and Utility companies
- Information on where to access tender opportunities for below EC thresholds
- Advice on how to find public tenders on the internet.
In addition to the Tendertap service, a number of resources for the Public Procurement market are available through Enterprise Europe (NI).

For more information, please find attached a link into the ‘Tender Information’ section on the Enterprise Europe NI website:  
http://www.enterpriseeuropeni.com/inx/services/tender_information.asp

**EXHIBITIONS/TRADESHOWS**

Exhibitions/Tradeshows are a good way to market your product, finding out who your competitors are, networking and finding new customers. To find out about exhibitions and tradeshows in the food service sector, worldwide or locally, just click on the links below:

- [http://www.exhibitions.co.uk/](http://www.exhibitions.co.uk/)

**RELATED LINKS**

Other sector guides related to the food service sector are:

- Bakery
- Meat Fish and Poultry
- Dairy

These sector guides along with others can be found on the Invest NI website:  
http://www.investni.com/index/publications

These are only examples of information available for the industry. If you require anything specific or have any questions, please contact:  
**Kathy McConville**, 028 9069 8127 or e-mail:  
**bic@investni.com**.

*This guide has been designed to assist with desk research and shows examples of reports and websites that might be useful. Invest NI is not responsible for the content of external websites and inclusion in, or exclusion from, the above list does not imply recommendation, endorsement or otherwise of any company, product or service.*

Published November 2012