



Macro & Market News

Week 14 2022 – Week ending 8/04/2022



Macro/Economic News

Week 14 2022 – Week ending 8/04/2022

Macro / Economic News

Week 14 2022 – Week ending 8/04/2022

- **The mood among consumers about their finances** has fallen to its lowest level since the first covid-19 lockdown, according to a new survey. The Times writes that concerns about rising prices and the cost of living have pulled consumer sentiment down to -20 on an index tracked by PwC, the accountancy firm. This is a fall from +8 during the same period last year and is only just higher than the -26 reported at the start of the pandemic. PwC said that there had been a “complete reversal” in consumer priorities compared with a year ago, when households were preparing to spend once lockdown restrictions were eased.
- **The burden of tax** falling on workers and employers has increased as a hotly-debated rise in National Insurance payments takes effect. Employees, businesses and the self-employed will pay an extra 1.25p in the pound. The government says it will spend it on health and social care. Opposition MPs said it exacerbated cost of living pressures, but mitigation will be introduced in July. Employees earning more than £50,000 per year will now pay £197 more per year in National Insurance contributions.
- **Markit** has reported that ‘UK service providers signalled an exceptionally strong increase in business activity during March and the rate of expansion accelerated to its fastest for 10 months.’ It says that, following the slowdown caused by Omicron, there was a ‘sharp rebound in customer demand.’ The Markit number, where any figure over 50.0 signifies expansion, rose from 60.5 in February to 62.6 in March.
- **The price of the average home in the UK** has risen by £43,577 since the start of the first lockdown two years ago, Halifax has said. The lender, part of Lloyds Banking Group, said the 18.2% rise took the cost of a typical home to £282,753. The race for space from buyers was clear with a 21% rise in the price of detached homes compared with a 11% rise in flat prices over the same period. A lack of homes on the market has helped to push up prices.



Market News

Week 14 2022 – Week ending 8/04/2022

Market News (1 of 2)

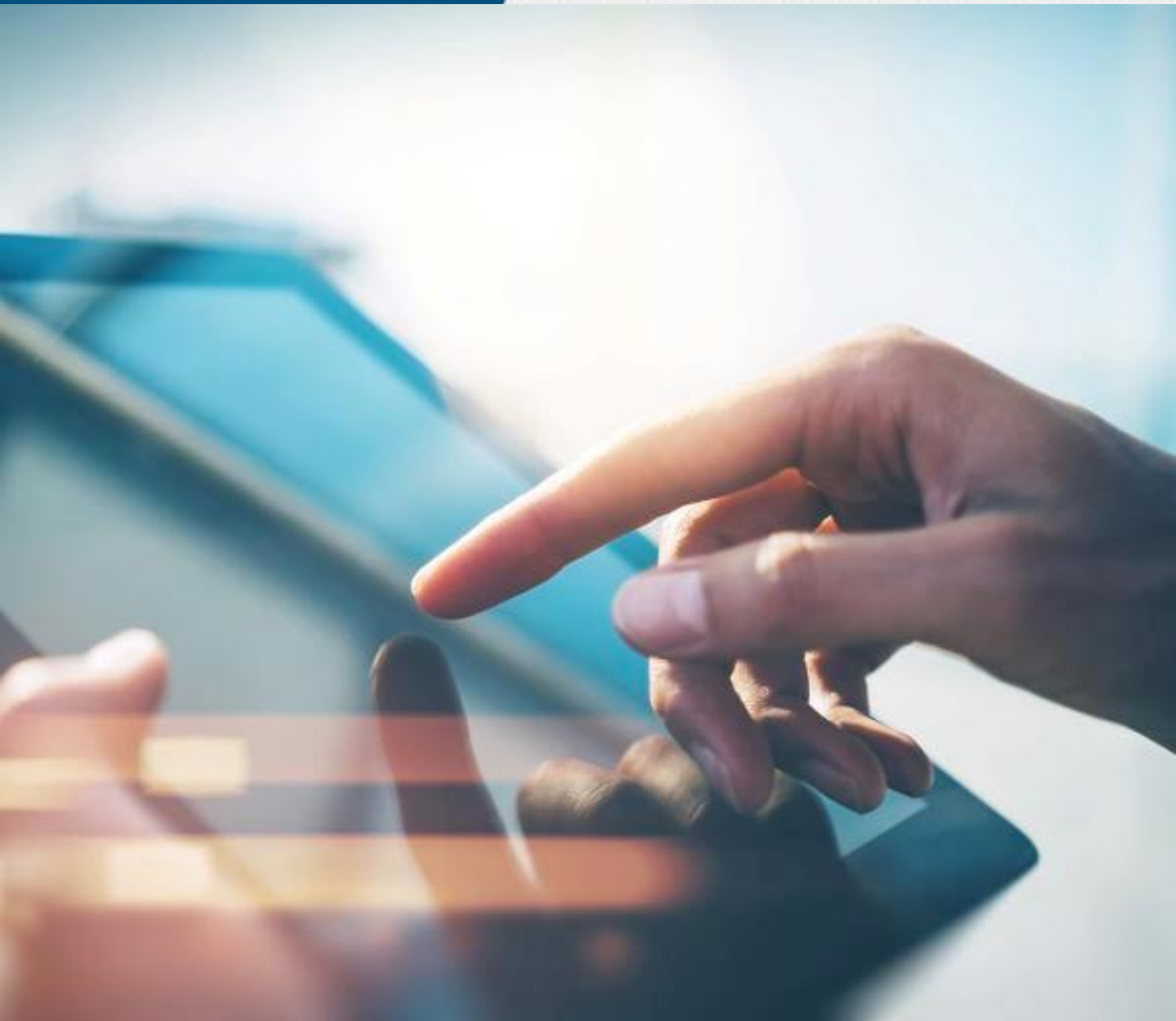
Week 14 2022 – Week ending 8/04/2022

- **Restaurants, cafes and takeaways in England with more than 250** staff must now print how many calories are in meals on their menus, websites, and on delivery platforms. The new rule is part of government plans to tackle obesity by helping people to make healthier choices. Some restaurants fear it will increase their costs, while an eating disorder charity says it could contribute to harmful thoughts and behaviours.
- **Burger King UK** is set to open a “significant number” of new restaurants in 2022. CEO Alasdair Murdoch says ‘alongside drive thru, we’re beginning to look back onto the High Street.’
- **Pret** has updated via its Bloomberg Index. It says that travel has picked up but there has been a ‘slight pull back’ in The City and Canary Wharf. It put this weakness down to a pick up in levels of travel and the breaking of routines. The weather didn’t help, either.
- **Salad bar chain Chop’d** has closed more than half of its estate, including all three of its regional sites, after undergoing a pre-pack administration. Last February, the then 12-strong business was acquired by Inc Retail Group.
- **Chopstix**, the pan-Asian noodle chain, has opened its 70th site in total, and its second in Glasgow, as part of the brand’s continuing Scottish expansion.
- **Mexican restaurant brand Tortilla** is set to expand its delivery operations after partnering with Growth Kitchen, the food tech start-up building smart satellite kitchen networks. The long-term partnership will support the opening of multiple delivery kitchens in the coming years following Tortilla’s Growth Kitchen hub in Balham.
- **Popeyes Louisiana Kitchen**, the US fried chicken quick-service restaurant brand, is to open its first UK standalone restaurant, in Chelmsford. The business, which is led by Tom Crowley in the UK, launched its debut site in Britain in November at Westfield Stratford, which is ranked in the top ten globally for sales out of 3,600 Popeyes restaurants.
- **Mexican restaurant group Wahaca** is looking to secure a series of sites across London as it begins a measured expansion programme in the capital. Wahaca plans to open new restaurants in key locations such as King’s Cross, Victoria and strong London suburbs – specifically targeting locations and landlords who prioritise sustainability. The company is working with P-Three on its plans. It comes as Wahaca this week adds carbon ratings to its menus, measuring the climate impact of each of its dishes. To calculate the carbon footprint of each dish, Wahaca partnered with food and climate specialists Klimato to give a low, medium or high rating.
- **The Fulham Shore** has updated on trading for the year ended 27 March 2022 saying that ‘following the removal of all restrictions in February 2022, customers have continued to return to the Group’s restaurants in increasing numbers.’ The company says ‘during the second half of the financial year both Franco Manca and The Real Greek businesses delivered strong underlying performances. FUL says that strong trading and new openings ‘drove a significant increase in revenue, comparable with the levels seen pre COVID-19.’ The group says it believes that market expectations for the year ending 27 March 2022 are currently revenue of £73.4m, EBITDA of £16.5m and Adjusted Headline EBITDA of £9.5m

Market News (2 of 2)

Week 14 2022 – Week ending 8/04/2022

- **Wagamama**, The Restaurant Group-owned brand has reopened all its UK airport sites. The airport outlets are the last of the brand's sites to reopen after the pandemic closed all restaurants following the national lockdown two years ago. This final phase of reopening has been triggered by the huge demand for foreign travel and forthcoming summer holidays, Wagamama said.
- **Vegan fast-food concept The Vurger Co** will open its first site in the north west, in Manchester's Northern Quarter, this month. The company, founded by Rachel Hugh and Neil Potts, has taken a unit at Transmission House on the corner of Tib Street and Church Street in the city. The site, which will have 50 covers inside, will become the group's fourth opening and its biggest to date. Backed by Sebastiano Cossia Castiglioni and Miray Zaki of Dismatrix Group, The Vurger Co operates two London stores – the first debuting in Shoreditch in March 2018 followed by a Canary Wharf location eight months later – and a site in Brighton, which opened in 2020.
- **Former Benito's Hat** chief executive Rich Baker is to launch a permanent site for his meat-free pizza concept Flat Earth next Tuesday (12 April). The concept, which Baker co-leads with Sarah Brading, has operated a number of residencies over the past two and a half years, including at The Plough in Hackney. Now Flat Earth is opening its own home, in Cambridge Heath in east London, after securing funding through SWIG Finance – a not-for-profit social enterprise. The site in Cambridge Heath Road will have 35 covers inside with a further 16 outside. Flat Earth creates meat-free pizzas "that are kind to the planet", which will be available all day alongside a selection of seasonal small plates in the evening.
- **Hospitality operators** including The Ivy Collection, Soho House, Megan's, D&D London and Caffè Nero are among those to join a sector-wide effort to help Ukrainian refugees seek work as they arrive in the UK. The employment consortium Hospitalityforall.co.uk, which has been spearheaded by Burger & Lobster, has welcomed 168 sign-ups from the industry. Other businesses to get involved include Drake & Morgan, Gordon Ramsay Group, Incipio Group, Pizza Pilgrims, Cote, Franco Manca and YO!.



About The NPD Group, Inc.

NPD offers data, industry expertise, and prescriptive analytics to help our clients grow their businesses in a changing world. Over 2,000 companies worldwide rely on us to help them measure, predict, and improve performance across all channels, including brick-and-mortar and e-commerce. We have offices in 27 cities worldwide, with operations spanning the Americas, Europe, and APAC. Practice areas include apparel, appliances, automotive, beauty, books, B2B technology, consumer technology, e-commerce, fashion accessories, food consumption, foodservice, footwear, home, juvenile products, media entertainment, mobile, office supplies, retail, sports, toys, video games, and watches.

For more information, visit [npd.com](https://www.npd.com).

For more details on NPD's Foodservice service in the UK contact:

Seton Leung
seton.leung@npd.com
Head of UK Foodservice