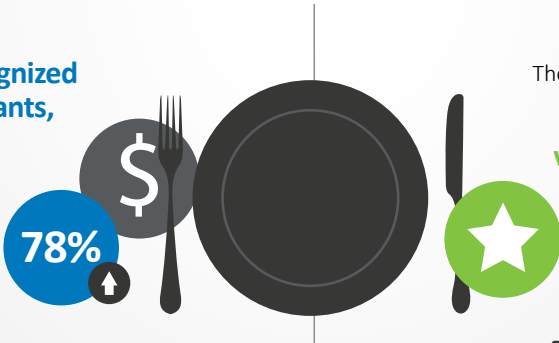


How the Ukraine Conflict and Rising Prices Impact Local Foodservice Markets in Europe

Will consumers limit their spend on food and restaurants? Will they order less through third-party apps? We surveyed consumers across our major markets in Europe to understand how they will adapt their consumption behaviour to rising prices and the Ukraine conflict. **Take a closer look at what we discovered ...**

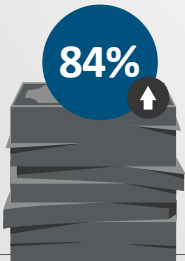
78% of consumers recognized higher prices in restaurants, bars, and cafes.

One-third noted much higher prices than last year.



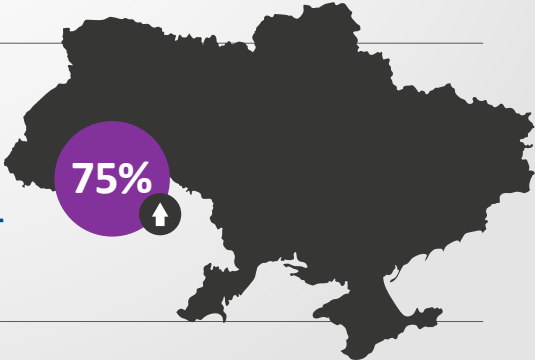
The pandemic is still influencing behaviours.

Four out of 10 consumers still view restaurants as risky places where they could be infected.



75% are concerned about further escalation in the Ukraine conflict.

84% of consumers said they changed their spending behaviour due to higher prices.



Current challenges in the foodservice industry will lead consumers to spend less money. The top items consumers are considering whether to reduce or postpone are their likelihood to see live events and go to cinemas/theaters and museums. More details are available in our **Foodservice Uncertainty Impact Survey**.

Source: The NPD Group/Foodservice Uncertainty Impact Survey, April 2022

Questions? Contact your NPD account representative or email guy.fielding@npd.com.

