



FEA Outlook

Q3 2020 Results

Industry insight at your fingertips

FEA Outlook

Introduction

The results displayed in this document reflect answers provided by FEA members in our quarterly FEA Outlook survey which assesses how the land lies within the business landscape and provides an understanding of the issues that members face.

In light of the impact of COVID-19 we have now included questions relating to the impact of coronavirus on business operations.

The survey and subsequent results are published every quarter and we encourage as many of our members as possible to take part.

We hope that you find the information of value.

What does the data show?

The graphs used in FEA Outlook take zero as a base, and the total percentage of a particular question is displayed either side of that. Where there are multiple choice questions, for example question 2.1, the bars to the left-hand-side of zero represent the negative answers whilst the bars to the right-hand-side represent the positive answers.

If you have any questions please don't hesitate to ask.

*2020 Q3
Adam Lawrence*

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1 IN SUMMARY

In August of Quarter Three 2020 we saw the introduction of the government's Eat Out to Help Out scheme, an initiative brought in to boost the struggling hospitality sector and drive footfall to restaurants and pubs. The scheme proved to be very successful with customers making the most of the 50% discount on food and non-alcoholic drinks, providing a momentary boost for the hard-hit industry.

The positivity has been reflected in Q3's Outlook Survey results with 46% of respondents forecasting a sales growth between 5% - 20% (2.1), compared to just 18% forecasting the same last quarter.

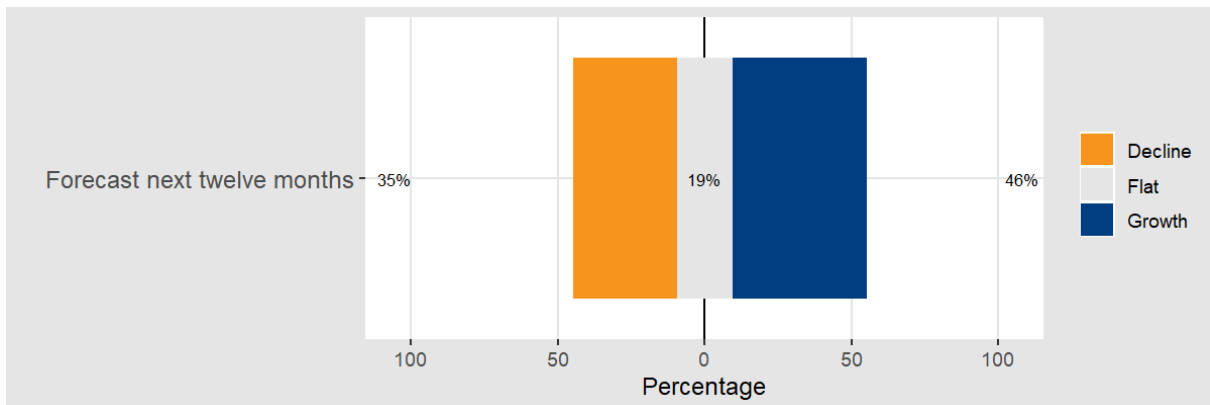
The weakening economy is still seen as the greatest threat (3.1) to the business operations of FEA members, with the inability to control, mitigate, or pass on cost increases seen as the second biggest threat. Moving up from fourth place last quarter.

Understandably, due to Covid-19 restrictions, online business platforms, email and social media form the top three methods in which FEA members anticipate contacting new customers.

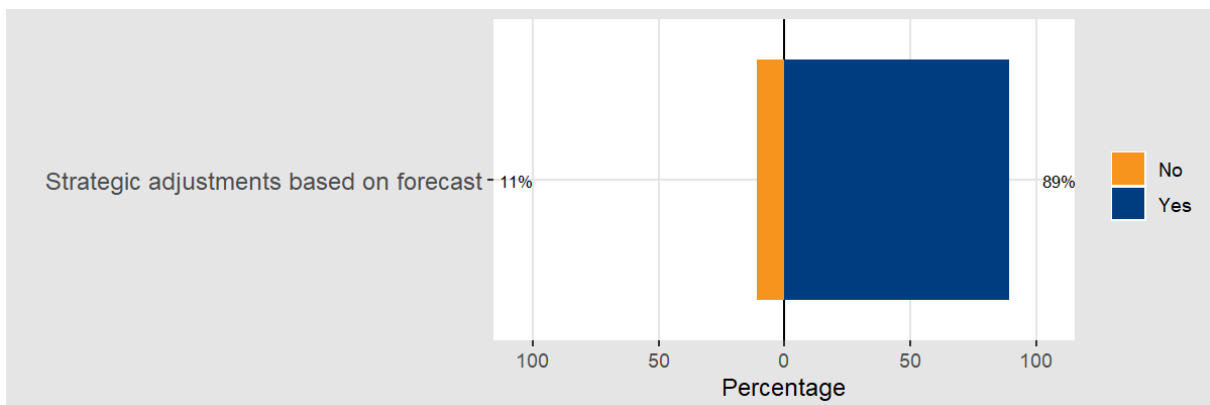
On a positive development, the feeling between members is that the market will pick up, with 95% of respondents expecting to be operating between 50% - 100% of pre-Covid sales in the next sixth months.

2 COMPANY PERFORMANCE

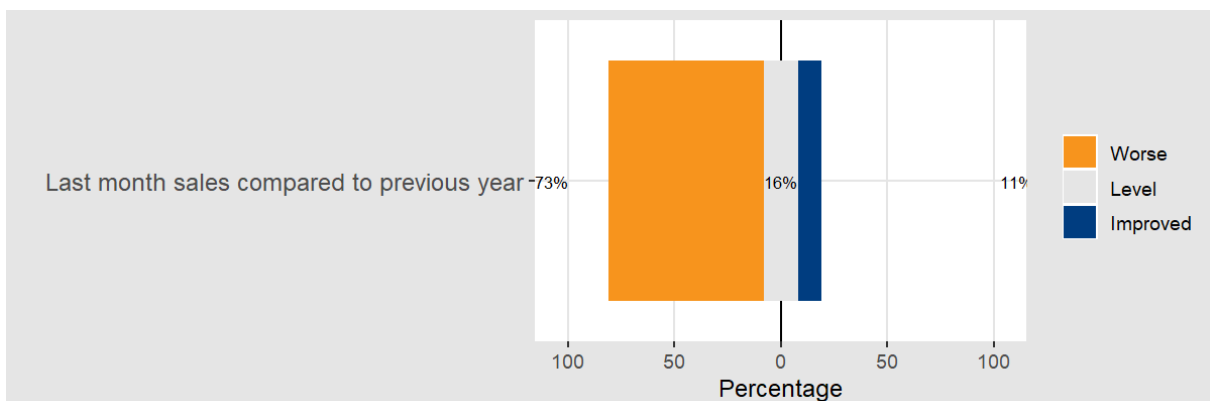
2.1 Forecasted Sales Next Twelve Months



2.2 Strategic Adjustments Based On Forecast

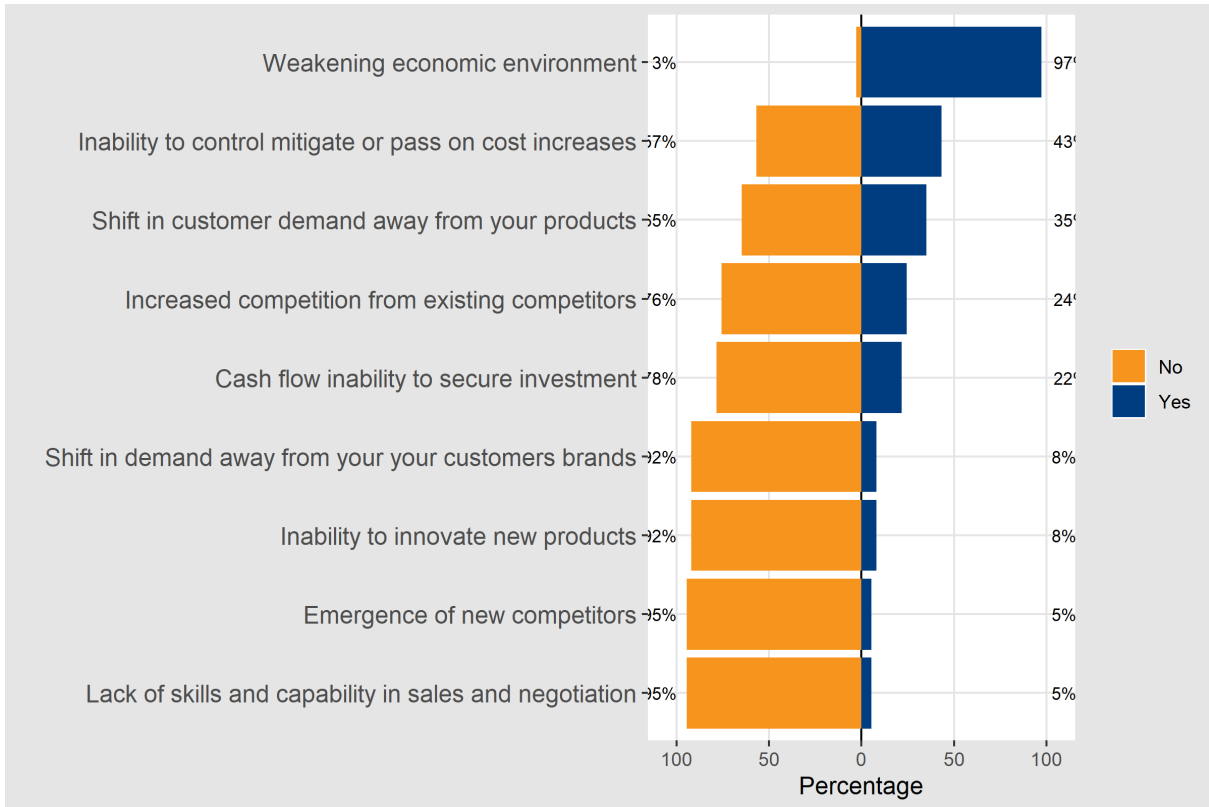


2.3 Last Full Month Compared To Same Period Last Year

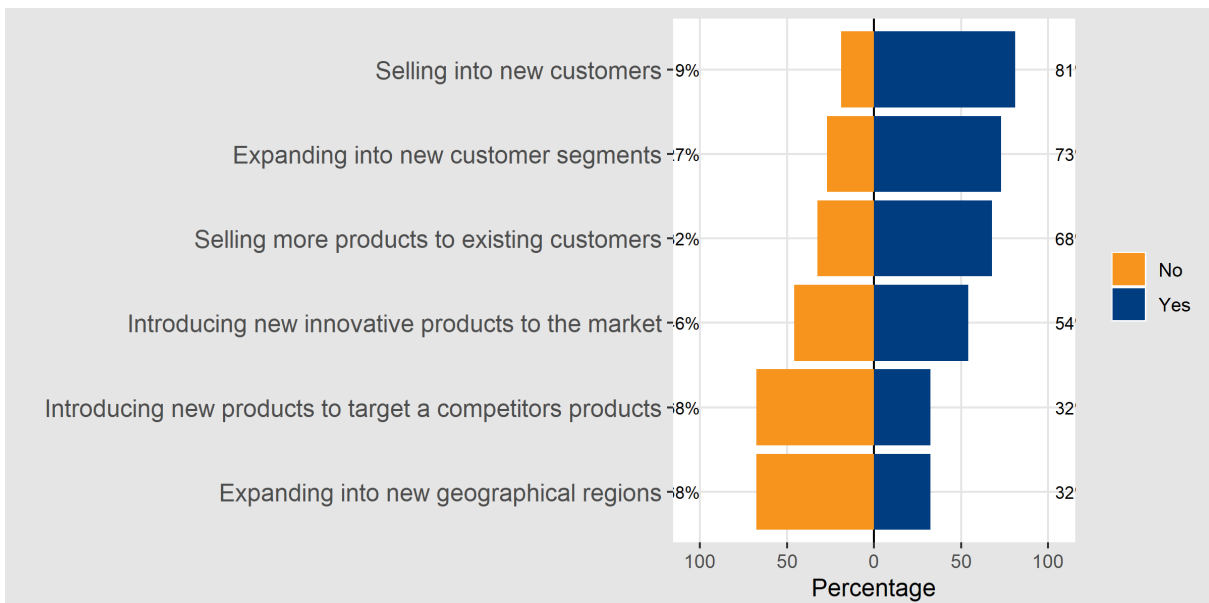


3 CURRENT, NEXT 12 MONTHS AND FUTURE

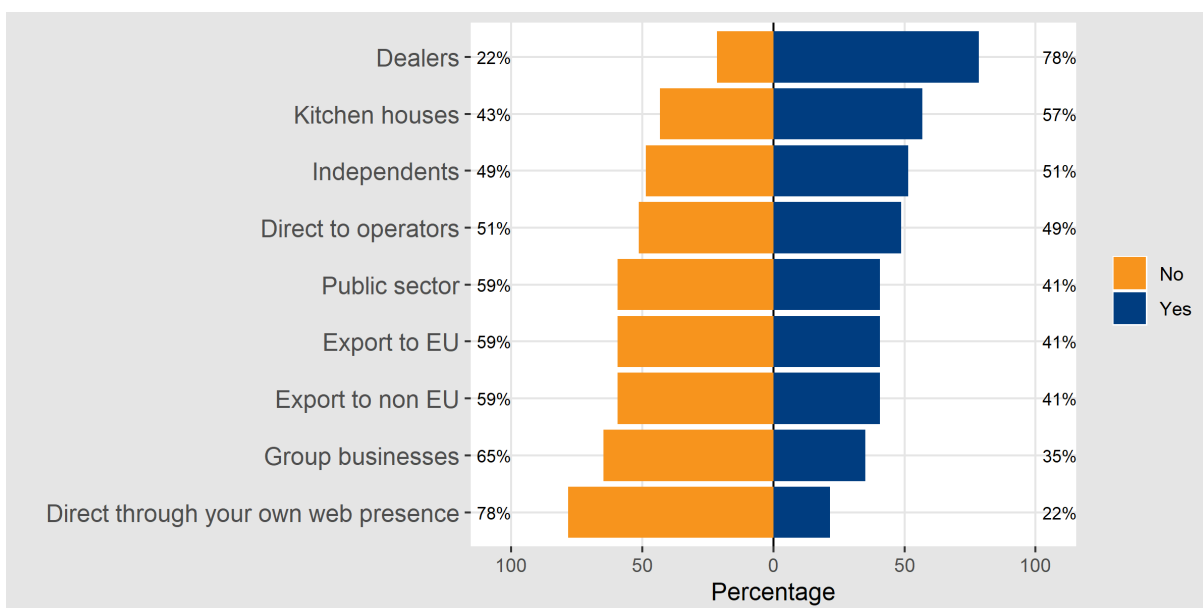
3.1 Current Business Climate: Greatest Threats



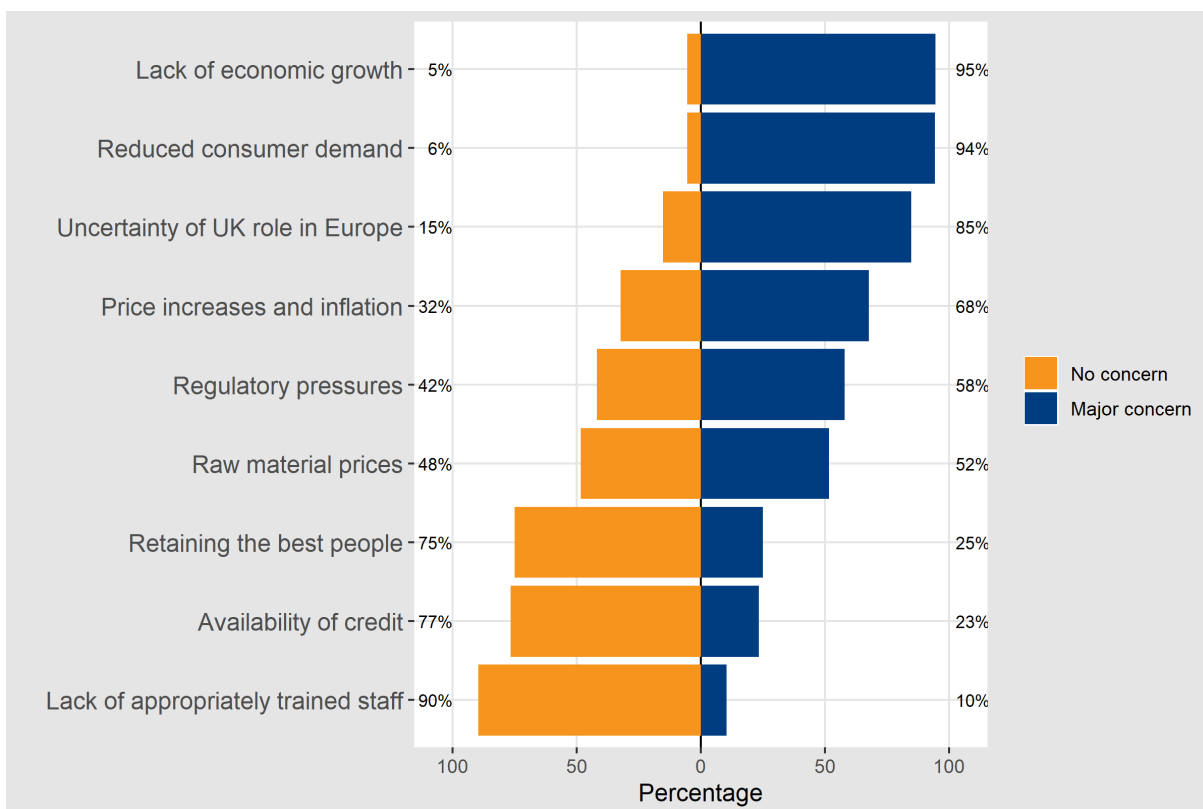
3.2 Next Twelve Months: Important Drivers for Growth



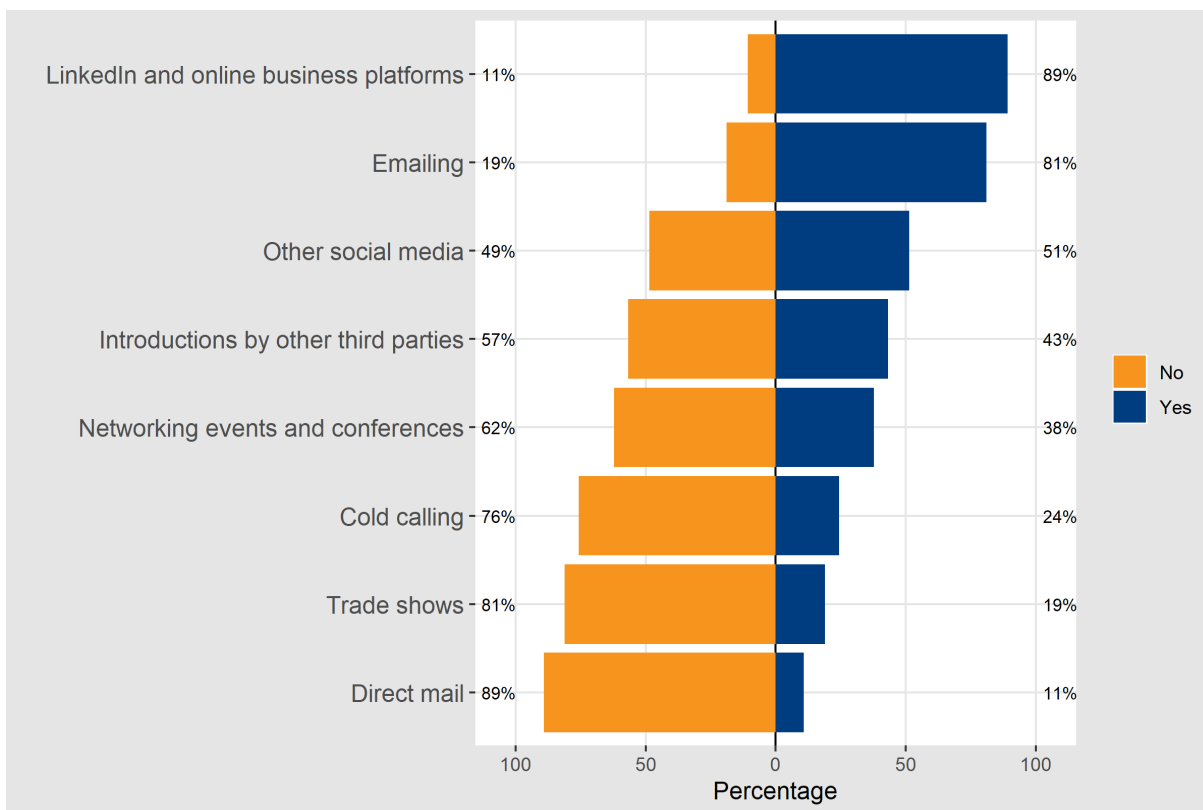
3.3 Next Twelve Months: Expected Sales Focus Change



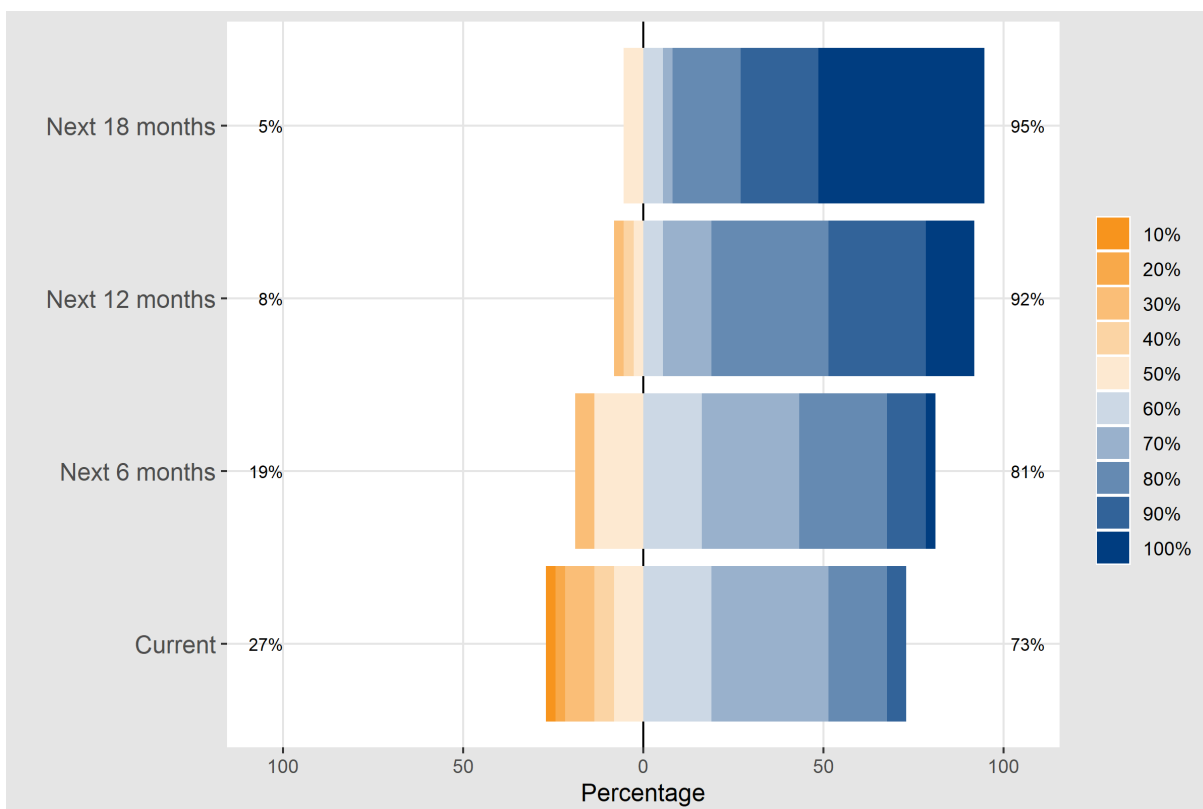
3.4 Next Twelve Months: Major Concerns



3.5 Future: Anticipation of Sales Team Contact with New Buyers

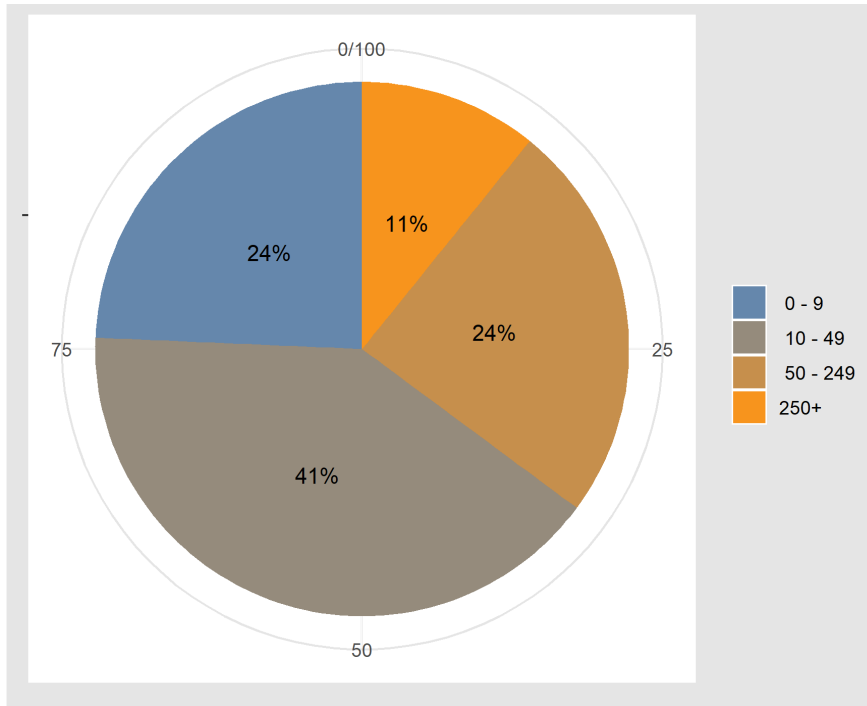


3.6 New Normal: Current and Expected Sales Compared to Pre-Covid

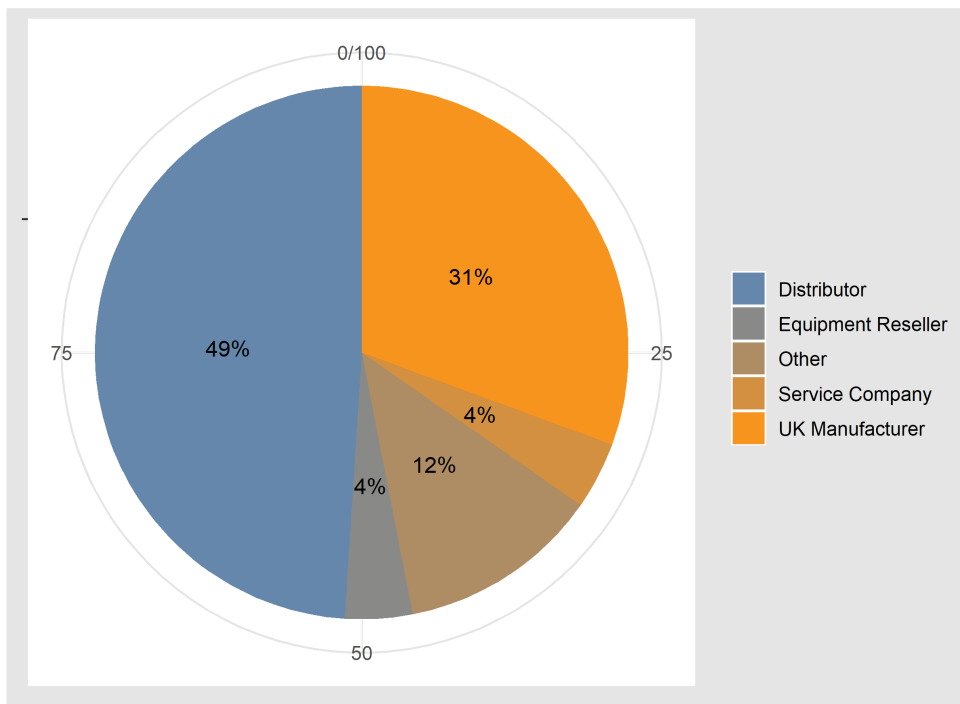


4 BREAKDOWN OF SURVEY RESPONDENTS

4.1 Number of Staff



4.2 Type of Business



Information about FEA

The FEA Press Office can provide comment, opinion and information on any issue relating to catering equipment and a wide range of general business and economic news in the UK.

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