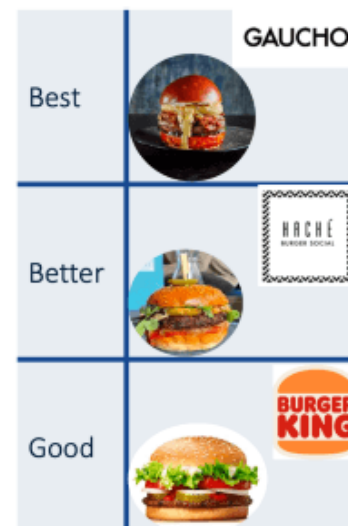


Passengers now see F&B as integral to their journeys, says SSP study

Preferred cuisines when travelling

UK & IRE	Europe	North America	EMEE + India	APAC
Sandwiches	Sandwiches	Sandwiches	Sandwiches	Sandwiches
Burgers	Pizza	Burgers	Pizza	Burgers
Pizza	Salads	Pizza	Burgers	Pizza
Pasta	Burgers	Salads	Salads	Fried Chicken
Salads	Pasta	Burritos + Tacos	Pasta	Desserts



One in five travellers wishes for digital ordering options to simplify their journey

[SSP Group](#) has released a new comprehensive study on the evolving preferences of modern F&B customers within the travel sector.

While well-being and sustainability are gaining significance, the core drivers for actual purchases remain price, convenience, and quality. The study also identifies seven distinct customer segments, spanning from cost-conscious “aspirational foodies” to value-seeking “mainstream fans.”

“The tangible nature of the insights we’ve collected and the work we’re doing, as a result, means the business decisions we make and the propositions we create are firmly rooted in the needs of our customers,” said Angela Moores, chief customer officer of SSP Group in an August 22 press release. “Although bigger isn’t always better, the scale of this research means our results are more robust and gives us greater confidence in how we respond to them.”

Some key trends include:

Over half of leisure travellers (52 percent) consider airport dining an integral part of their vacation, with 83 percent more likely to buy F&B at airports.

One in five travellers wishes for digital ordering options to simplify their journey.

One in five customers opt for ethical and sustainable choices, while healthy F&B options are essential for over two-thirds of travellers globally.

A third prioritize value for money, yet 40 percent are willing to pay more for top-quality F&B, necessitating diverse pricing options.

The study underscores the challenges of catering to diverse customer attitudes, with heightened stress levels for some travellers.

The research, based on 18,000 guest interviews across 25 markets, delves into digital adoption, sustainability, health, post-COVID sentiments, and more. A detailed whitepaper with further findings is available for download.