

Technical Appendix

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At Food Standards Scotland We have a unique role, working independently of Ministers and industry to provide advice which is impartial, and based on robust science and data.

Our remit covers all aspects of the food chain which can impact on public health – aiming to protect consumers from food safety risks and promote healthy eating

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Abbreviations

FSS	Food Standards Scotland
OOH	Out of home
GB	Great Britain

Glossary

Bakery, Sandwich & Salad	Outlet such as Greggs, Subway, Pret and Itsu.
Coffee Shops	Outlets primarily serving barista made drinks such as Costa Coffee, Café Nero, Muffin Break and Starbucks.
Cafes	Supermarket cafés, shopping centre cafés, etc.
Channel	The type of outlet where food and drink purchases were made out of home.
Consumption Occasion	A consumption occasion is a single OOH eating or drinking event captured by respondents from the usage panel.
Forecourts (exc Mults) & Travel	Standalone petrol stations such as BP and Esso with a food and drink offer, in addition to food outlets in travel locations, e.g. airports and railway stations.
Full Service Restaurant	Restaurants with table service, e.g. Pizza Hut, Frankie & Benny's, Pizza Express, Wagamama and independents.
High Street	Outlets such as Boots, Holland and Barrett, and WHSmith.
Quick Service Restaurant	Typically, fast food establishments and takeaways, e.g. McDonald's, KFC, Burger King, Domino's Pizza, Chinese takeaway, Independent outlets (e.g. fish and chips, kebabs).
Leisure	Tourist attractions, leisure and sports centres, cinemas, and concert/sports venues.
Mults	Large supermarket brands and smaller associated convenience stores e.g. Tesco, Iceland, Costco, Asda and Asda Express.
On premise	Purchased in store and not taken home (e.g. dine in and food on the go).
Symbols and Independents	A form of franchise of convenience shops, which act as suppliers to independents which trade under a recognised logo. e.g. Spar, Londis, Nisa, Costcutter and Newsagents.
Takeaway	Purchased (via collection, drive-thru or delivery) and taken home.
Transactions	A transaction is measured as a single point of purchase made by an individual and may be made up of multiple items or just one product.

Background

The out of home food environment refers to any food or non-alcoholic drink available for purchase out with the home, including dining out and any takeaway or home delivered food.

Food Standards Scotland (FSS) monitors food and drink purchasing behaviours in the out of home food environment as part of its dietary surveillance programme, as described in the [FSS Public Health Nutrition Strategy](#). This data highlights key findings relating to food and drink purchasing behaviours in the out of home environment in Scotland and Great Britain, in 2024 and 2025. This analysis is the [latest in a series of publications from Food Standards Scotland on the out of home environment](#).

Data collection

The data presented within this publication was commissioned by FSS and provided by Numerator Worldpanel Division (formerly Kantar Worldpanel Division). All analysis and interpretation was carried out by FSS and conducted independently of Worldpanel by Numerator. Worldpanel by Numerator cannot independently verify the findings, nor can it endorse the views or findings of this publication.

The Worldpanel by Numerator Grocery Take-Home Household Panel is made up of 30,000 households demographically representative of Great Britain including Scotland, by region, household size, presence of children, and age of main shopper.

The data presented in this publication comes from the Worldpanel by Numerator Out-of-Home Panel, which is a sub-set of the broader Grocery Take-Home Household Panel. It is made up of 7,500 individuals from Great Britain including Scotland, who use a purpose-built app to input all the food and non-alcoholic drinks they have purchased for consumption out of the home. All trips are recorded via an app meaning panellists can record their out of home trip in the moment.

The Worldpanel by Numerator Out of Home Usage Panel is a subset of the Out of Home Panel, comprised of 3,000 demographically representative panellists who record additional detail about the drivers behind their purchase, and where, when and with whom the items are consumed.

The data relates to the following time periods:

- 2024 - Worldpanel by Numerator data to 52 w/e 03 Nov 2024.
- 2025 - Worldpanel by Numerator data to 52 w/e 02 Nov 2025.

Data methodology

The overall out of home market data consists of high-level food and drink categories including:

- Non-alcoholic cold drinks (e.g. carbonates, juices & smoothies, dairy drinks, water, etc.)
- Non-alcoholic hot drinks (e.g. tea, coffee, hot chocolate, etc.)
- Savoury snacks (e.g. crisps, nuts, etc.)
- Sweet snacks (e.g. cakes, confectionary, dried fruit, ice cream, etc.)
- Quick meals (e.g. sandwiches, salads, soup, baked potato, etc.)
- Main meals (e.g. pizza, pasta, burgers, sides, etc.)

Data was collected from anywhere consumers can buy food and non-alcoholic drinks. This included the following channels:

- Bakery, Sandwich & Salad
- Coffee Shops
- Cafes
- Forecourts (exc Mults) & Travel
- Full Service Restaurant
- High Street
- Hotels
- Pubs and Bars
- Quick Service Restaurant
- Leisure
- Mults (inc Forecourts)
- Symbols and Independents
- Vending Machines
- Workplace & Education

This data collection methodology does not include tourist and transient trade, business to business or catering sectors, or any food and drinks consumed that were provided free of charge.

Further breakdowns of some measures (e.g., transactions split by channel or food and drink sub-categories) may not always sum to the overall total or 100%. This is due to rounding of the underlying figures, which can lead to small differences when sub-categories are combined.

There are several methodological differences between data reported in this publication and earlier FSS reports. For example, channel definitions within the Worldpanel by Numerator Out of Home dataset have been updated, and some usage panel measures such as information on where food was consumed (e.g. on the go), are not included in this year's analysis. In addition, Worldpanel by Numerator carry out continuous data quality checks, which can lead to revisions to earlier data. Therefore, the data in this publication should not be compared directly with previous years.

Data analysis

Findings are reported for Scotland where possible, however, where data for Scotland is not robust, results are presented for Great Britain. Where data for Scotland is not robust at a more granular level and Great Britain data is required to present the findings, both sets of overarching data are presented to provide context.

FSS analysis of data from Worldpanel by Numerator has not included the calculation of confidence intervals or testing of statistical significance, as traditional methods for carrying out such calculations are not suitable due to the non-random nature of the sample.