



SLEAFORD
QUALITY FOODS

SPOTTED... FEB 26

A sneak peek into consumer demands, flavours, and future trends, spotted in February 2026.

Hot Honey. Fried Chicken. Eating out report 2026.

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HOT HONEY... SWICY STAPLE

Hot honey has quickly become one of the most exciting and popular flavours in the UK food scene.

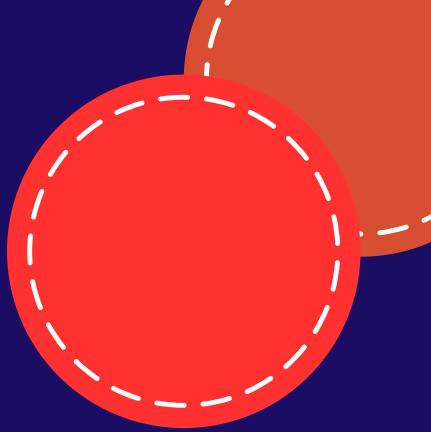
If you've glanced at a restaurant menu, scrolled through TikTok food videos, or wandered down a supermarket aisle lately, chances are you've spotted it: hot honey. That glossy drizzle of chilli-infused honey has officially landed in the UK — and it's turning everything from pizza to fried chicken into a sweet-and-spicy sensation.

The real sign that a food trend has made it? Supermarket shelves. Across Britain, major retailers have started stocking jars of hot honey alongside classic condiments. Some have even launched hot honey-flavoured snacks, crisps, and marinades. What started in trendy eateries has quickly become a kitchen cupboard essential.

Brits have long loved bold flavours — think spicy curries, peri-peri chicken, and sticky barbecue glazes. Hot honey feels like a natural evolution of those tastes. It's familiar enough to feel comforting, but different enough to feel new. Plus, it fits perfectly into Britain's growing love of mixing global flavours into everyday dishes.



FRIED CHICKEN IS BOOMING...



Fried chicken has seriously taken off in the UK over the past few years. It's gone from being something you'd grab occasionally to one of the most popular takeaway options on the high street. You can see it everywhere now — from big American chains expanding rapidly to independent chicken shops popping up in smaller towns.

Major brands are investing heavily in the UK. Chains like KFC are opening more sites and creating thousands of jobs, while US brands such as Popeyes, Wingstop and others have been expanding quickly. At the same time, independent chicken shops — which have been part of UK food culture for decades — are still thriving and competing alongside the big names.

Overall, the boom seems to come down to a mix of affordability, strong branding, delivery culture and changing tastes.

Fried chicken has moved from being just another takeaway option to one of the UK's favourite fast foods.



WE ASKED THE UK POPULATION ABOUT THEIR 2026 EATING OUT HABITS...

Full report coming soon...



CONSUMERS ARE
EXCITED FOR
MIDDLE EASTERN
FOODS



Consumers are not bored of global food — they are bored of limited interpretations.

LOOKING FOR
RELAXED CASUAL
EXPERIENCES

46%

Consumers want places where they feel comfortable, welcome and unrushed. Atmosphere, friendly service, and reliability matter more than spectacle.

MEAL DEALS ARE
WHAT CONSUMERS
WANT MORE OF

33%

Consumers want control and flexibility — whether that's sharing, trading up, or managing spend.