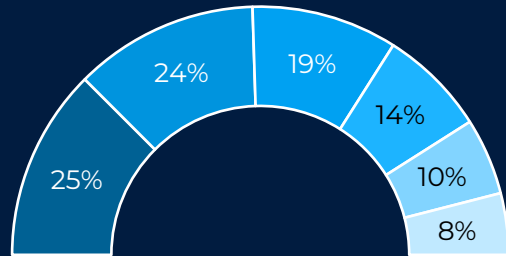


Order Up! A Closer Look at Reputation Risks in the UK Fast Food Sector

Communication strategies in the UK fast food sector primarily fixated on health-related messaging to counter the industry's longstanding perception of being unhealthy. However, our recent analysis underscores that this health-centric approach only scratches the surface of the multifaceted reputation challenges faced by the fast food industry.

Topics in the UK fast food debate by share of voice



- Health and wellness (25%)
- Labour practices (24%)
- Environmental impact (19%)
- Mental health (14%)
- Rising prices (10%)
- Marketing and advertising (8%)

Spokespeople in the UK fast food debate by influence score

The far-reaching plastic ban that took effect in the UK on October 1 has propelled the environmental impact of the fast food industry into the epicentre of the media discourse. UK Environment Secretary Thérèse Coffey, who announced the ban, emerged as the most influential spokesperson in the debate.



39.83

INFLUENCE SCORE

Thérèse Coffey

Secretary of State for Environment, Food and Rural Affairs between 25 October 2022 and 13 November 2023

Top 10 Organisations in the UK fast food debate by media impact score

