

Celebrating National Picnic Week: From 'Picky Bits' to Classics, the Great British Picnic Gets a Refresh

- *Brits are embracing picnics in growing numbers*
- *From sharing platters to treats and classics, today's picnic is more varied than ever*

Brits are rediscovering their love of picnics, according to a survey commissioned by leading convenience food manufacturer Greencore, ahead of National Picnic Week (15-21 June).

More than a third (37%) of respondents are enjoying more picnics than they were a few years ago, while 89% have either already enjoyed a picnic this year or plan to have one before the summer is out.

Today's picnic basket is more varied than ever. While sandwiches remain a firm favourite (74%), they now sit alongside a wide range of options, with consumers opting for fruit (51%), salads (43%), dips (35%) and quiche (32%), as well as sharing platters and "picky bits" that reflect a more relaxed, mix-and-match style of outdoor eating.

The most popular picnic foods are those that are easy to share (36%); easy to eat without cutlery (32%); offer a mix of sweet and savoury (31%); feel like a treat (30%); and are easy to transport (26%).

Picnics continue to be a highly social occasion, with 83% of respondents typically picnicking in groups of three or more. Partners, children, friends and wider family all feature heavily, with picnics offering a chance to catch up (58%); sunbathe and relax (44%); go for a walk (43%), play with children (42%); and take photos (41%).

Britons are most likely to enjoy picnics at the seaside (64%) or in local parks (63%) although urban picnics are also on the rise, with 25% choosing city locations.

Unsurprisingly, the weather remains the biggest influence: sunshine is the main trigger for heading outdoors, with temperatures between 20°C and 24°C seen as ideal by almost half of respondents (48%).

James Thompson, Head of Food and Innovation at Greencore, said: "Picnics are evolving, with people mixing traditional favourites with a wider variety of fresh, shareable foods. It's no longer about just one thing - it's about choice, flexibility and food that fits the moment.

"At Greencore, we're proud to play a role in that. As the UK's largest manufacturer of fresh prepared food, we produce around 1.5 billion food-to-go items each year, from sandwiches, salads and sushi to dips and desserts, helping offer something for every kind of picnic."

Following its recent acquisition of Bakkavor, Greencore now produces more than 3,200 products across over 20 categories, giving it the scale and range to support a wide variety of eating occasions - from everyday lunches to summer picnics.

Notes to Editors

Survey commissioned by Greencore and conducted in June 2026 among 341 Britons.

Key findings

- 37% are having more picnics than a few years ago
- 89% have already had a picnic this year or plan to have one
- 99% usually picnic with others
- 83% typically picnic in groups of three or more
- Sandwiches are the nation's number one picnic essential (74%)
- Crisps and nuts rank second (62%)
- Sausage rolls, Scotch eggs and pork pies rank third (53%)
- 64% picnic at the seaside and 63% in local parks
- 48% say 20–24°C is the ideal picnic temperature

Britain's Ultimate Picnic Basket

- Sandwiches (74%)
- Crisps & nuts (62%)
- Sausage rolls, Scotch eggs & pork pies (53%)
- Fruit (51%)
- Cheese & cooked meats (46%)
- Cakes & biscuits (44%)
- Salads (43%)
- Dips (35%)
- Chocolate & confectionery (34%)
- Quiche (32%)

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