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**Modest increases, as menu prices rise 1.5% post-lockdown**

According to latest piece of monthly analysis from Lumina Intelligence’s Menu Tracker, on average, operators have increased the price of items on their spring/summer menu by 1.5% since lockdown ended, versus spring/summer 2019.

The average price of a same-line dish in spring/summer 2019 was £9.82. However, since lockdown was lifted and operators released their spring/summer menus for 2020, the average price of same-line dishes has risen to £9.97.

When analysed on a dish-by-dish level, 37% of dishes have risen in price, 46% have remained the same price and 18% have had their price reduced. Interestingly, at a course level, the average price of same-line starters fell 1.1%. Main dishes saw the biggest increase of 2%, with desserts and sides increasing 1.4% and 0.7% respectively.

Katherine Prowse, Insight Manager at Lumina Intelligence said, *“The UK’s inflation rate has fallen over the past 18 months. Menu inflation has fallen across four menu seasons but continues to remain ahead of CPI inflation. Despite the financial strain caused by the coronavirus pandemic, operators have restrained from making significant price increases. The Eat Out to Help Out scheme in August and VAT cuts have been implemented to support operators, so they don’t have to hike prices and risk alienating themselves from the competition. Further Lumina Intelligence highlights the importance of value in driving consumer footfall post-lockdown, so any price hikes could result in a detrimental impact.”*

Join Lumina Intelligence on Thursday, 10 September 2020 for its latest webinar focusing on the menu composition, dish complexity and pricing strategies trends that have arisen since lockdown was eased. Register now [Menu Engineering: Post-lockdown Pricing and Simplification Strategies](https://www.bigmarker.com/lumina-intelligence/menu-engineering-pricing-simplification-strategies?utm_bmcr_source=social)

**ENDS**

**Report methodology**

Data for this report has been collated using the Lumina Intelligence Menu Tracker, which is a database of over half a million menu items across over 150 different foodservice operators.

Within this piece of analysis:

* Spring/Summer (SS) 2019 and 2020 menus have been analysed in this piece.
* A sample of 24 brands, using brand standard region, lunch/dinner undefined menus across independent pub and restaurant, chain restaurant, managed pub & bar restaurant and contemporary fast food channels.
* Same line dishes compared only with unchanged dish names and descriptions; analysis based on 380 same line dishes.

**About Lumina Intelligence**

Lumina Intelligence inspires the global food and drink sector with deep, actionable insights powered by the world’s best analytics technology. Our products and services are used by the major brands and organisations in these fast moving and growing markets to support business planning, strategic marketing and new product development.

With offices in London, Chicago, Montpellier, and Singapore, and local on the ground analysts across our businesses, you can trust our market knowledge. We are committed to providing all our customers with up to date accurate information to support critical decision making.

Combining the expertise and experience of HIM, MCA Insight and Lumina Intelligence, we are the experts in market and consumer insight across the food & drink and nutrition markets.

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