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**NPD on menus remains stable despite the challenges posed by coronavirus**

According to latest piece of monthly analysis from Lumina Intelligence’s Menu Tracker, on average, 2% of an operator’s spring/summer (SS) menu was tagged as new in 2020, up marginally from 1.9% in 2019.

Since lockdown measures have eased, operators have turned their focus to managing costs and operations in order to adhere to strict health and safety regulations. As a result, many are serving reduced menus that consist of items that are manageable from a cost perspective and allow back of house staff to work safely.

Dessert items remain the most popular for NPD – on average, 3.6% of dessert items on SS menus in 2020 are listed as new.

On average, 1.8% of main items on menus were tagged as new on SS menus in 2020. The trend towards plant-based is evident amongst main dishes, with 27% of new main dishes are tagged as vegetarian. In comparison, in 2016 0% of new main dishes were tagged as vegetarian.

In contrast, beef and pork have both suffered in share of NPD on menus, seeing declines in share of “new” main from SS 2016-2020. Ongoing developments in environmental awareness and sustainability alongside health concerns are leading to declines in red meat consumption.

Katherine Prowse, Insight Manager at Lumina Intelligence said, *“Despite the challenges posed by coronavirus, it is great to see operators continuing to push themselves when it comes to innovation and NPD on menus. More so than ever, operators are fighting to attract consumers to their outlets and NPD is a great way of providing something fresh, new and enticing.”*

Find out more about Lumina Intelligence’s Menu Tracker [here](https://www.lumina-intelligence.com/product/menu-tracker/).

**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 31 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.

**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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