**CONTACT INFORMATION:**

**Lumina Intelligence**

**Giorgio Rigali**

**07545990030**

**Giorgio.rigali@lumina-intelligence.co.uk**

**17 May 2021**

**Delivery and click & collect accounted for 44% of out of home occasions in Q1 2021**

According to the latest Lumina Intelligence quarterly Eating & Drinking Out Panel report, delivery and click & collect (C&C) accounted for 44% of all out of home (OOH) occasions in Q1 2021 – up from 42% in Q4 2020.

Both the quick service restaurant (QSR) and restaurant channels increased their share of delivery and C&C occasions. The QSR channel grew share by c.20pp, from 38.8% in Q4 2020 to 58.4% in Q1 2021 and the restaurant channel saw an increase of c.8pp, from 10.6% to 18.8%.

In comparison, the coffee and sandwich shop channel saw its share of delivery and C&C halve, from 29.3% in Q4 2020 to 14.7% in Q1 2021.

Dinner and lunch day parts both increased their share of delivery and C&C occasions at the expense of drinks only and brunch. However, average spend on delivery fell -3.5% in Q1 2021, from £12.78 to £12.33.

Overall, across the whole eating out market, total spend fell -6.7% in the latest 12 weeks. On premise purchasing, limited to takeaway, remained suppressed. However, eating out penetration was 41% in the quarter and is slowly rising as restrictions begin to ease.

Commenting on the results, Insight Director at Lumina Intelligence, Blonnie Whist, said, *“With OOH opportunities curtailed by restrictions through Q1 2021, it is unsurprising that delivery and C&C continue to dominate and average spend remains subdued. However, with restrictions beginning to ease towards the end of Q1, we see some green shoots appearing. Participation increase by 10pp throughout the quarter and dinner and lunch are growing their share of occasions, indicating that appetite for eating out is increasing and will continue to do so as restrictions ease further and the vaccine rollout continues at pace.”*

Find out more about Lumina Intelligence’s Eating & Drinking Out Panel [here](https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/).

**ENDS**

**Report methodology**

The Lumina Intelligence Eating & Drinking Out panel is based on 78,000 surveys across the year, built up from a nationally representative weekly sample of 1,500 shoppers. Our comprehensive coverage includes over 900 operators from across all out of home channels – including restaurants, pubs and bars, cafes and coffee shops, fast food, bakery & sandwich, restaurants and retail channels. We cover dine-in as well as food & drinks consumed on the go, delivered, takeaway and click & collect.

**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.

<https://www.lumina-intelligence.com/>