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**Risk aversion, caused by Omicron, sees eating out penetration and spend decline in December**

According to the latest data from Lumina Intelligence Eating & Drinking Out Panel, in the four weeks ending (4WE) 26/12/2021, eating out penetration fell -2ppts to 53%.

Average spend decreased by -30.7%. This was driven by a decline in share for both the dinner day-part and the restaurant channel, as consumers opted for smaller occasions including drink-only and typically faster occasions, with QSR seeing a boost in channel share.

Restaurants share decreased by -1.6ppts, driven by a decrease in dinner occasions (-1.7ppts). Catering and retail share also declined with advice to work from home being reintroduced in the middle of December.

Coffee and sandwich shops increased in share by +1.8ppts over the last 4 weeks. This is in line with an increase in snack, breakfast and brunch occasions. The purchasing of pastries has increased by +1.1ppts.

QSR gained +0.7ppts in share, representing more than one-in-four occasions with consumers opting to attend channels typically involving less social contact amid virus concerns.

Commenting on the results, Insight Director at Lumina Intelligence, Blonnie Whist, said: *“Following a catastrophic festive period in 2020, hospitality operators were hopeful of a huge boost this time. Whilst restrictions were kept to a minimum in England, rapidly rising case numbers, caused by the Omicron variant, resulted in consumers becoming more risk averse to protect the plans they had to see family and friends over Christmas. This led to a slightly subdued December, as spend and participation declined versus November. With cases starting to ease, operators will be hoping that consumers re-book those plans.”*

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/>