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**A third of consumers plan to eat out less when restrictions are lifted**

According to the Lumina Intelligence UK Eating Out Market Report 2021, almost a third of consumers (29%) plan to eat out less frequently than they did pre-pandemic, with the intention to eat out less often the highest among 45-64 year-olds.

The report found that 46% of consumers surveyed in May said they planned to eat out at the same frequency over the next 12 months, while 13% said they planned to eat out more. Seven percent said they were unsure what they were likely to do, while 5% said they never ate out.

Pubs and bars look set to be the most impacted channel with 33% of consumers expecting to visit these kinds of venues less often over the next year, seven percentage points (ppts) higher than for restaurants.

In fact, eating out at restaurants has been one of the most missed activities during the pandemic, according to the survey, second only to meeting family and friends, and was consistent across all age demographics.

Going for a coffee/tea and visiting the pub were the fourth and fifth most missed activities, respectively, while working at people’s usual place of work was the least missed.

Treat-led occasions remained the number one motivator for consumers to eat out, according to the report – up from 16.3% to 18.8% in the 12 weeks to 18 April 2021. Not wanting to cook remained the second most common reason with a 15.3% share, and choosing to eat out due to being ‘out and about’ was the third at 11.2%.

Commenting on the results, Blonnie Whist, Insight Director at Lumina Intelligence said, *“There is a lot of pent up demand for returning to hospitality without restrictions, but with the virus remaining present there will be a level of anxiety amongst some consumers that will make them more cautious in their return. Operators need to reassure consumers that their premises are safe, which may mean keeping in place some of the measures introduced during the pandemic, such as table service and sanitising stations.”*

**ENDS**

**Report methodology**

The Lumina Intelligence UK Eating Out Report 2021 is the trusted source of insight for UK leading manufacturers and operators.

The report methodology includes:

* Consumer eating out behaviour data based on 78,000 surveys across the year from Lumina Intelligence’s Eating & Drinking Out Panel.
* Extracts from Lumina Intelligence Operator Data Index and synthesis with wider market sizing databases.
* A bespoke consumer survey analysing attitudes towards eating out and what the impact of the coronavirus will be on future intentions to eat out
* Desk research: news articles and trade press, company websites and industry associations.

**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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