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**06 August 2021**

**Pubs and bars grow channel share, as average spend continues to grow**

According to the latest data from Lumina Intelligence Eating & Drinking Out Panel, consumer participation in the eating out market grew remained stable at 50% in the 4 w/e 11 July 2021 (vs. 4 w/e 13 June 2021). Visit frequency also remained stable at 1.4 times per week over the same period.

With the Euros taking place throughout June and July, there has been a shift in channel share in the last 4 weeks. As consumers flocked to catch the football, pubs & bars have continued to gain channel share, accounting for 15.0% of total eating out occasions across the four weeks – up 2ppts versus the previous period. Restaurants also continue to grow share, up 0.6ppts to 12.7%.

Average spend per visit across the eating out market also continues to grow, as higher spend channels continue to grow share at the expense of low-ticket channels. Average spend in the 4 w/e 11 July 2021 was £9.79, up +2.6%.

This is also reflected in an increase in day part share for dinner, up by +0.7ppts over the last 4 weeks, from 31.5% to 32.2%. Popular dinner items have therefore also increased in share, including burgers (+0.6ppts) and pizza (+1.2ppts).

Commenting on the results, Insight Director at Lumina Intelligence, Blonnie Whist, said: *“With many consumers remaining cautious amidst rising coronavirus cases in June/July, participation and frequency of eating out remained stable. However, a shift towards pubs & bars and restaurants from lower-ticket solutions like retail and coffee shops has driven an increase in average spend per visit. Pubs will have no doubt capitalised on the recent success of the England team at the Euros.”*

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/>