**A close up of a logo

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**01 September 2021**

**Easing restrictions sees average spend in hospitality increase**

According to the Lumina Intelligence UK Eating Out Market Report 2021, in the 12 WE 11.07.2021, average spend per consumer per visit increased +3.9% from £9.01 to £9.36.

Over half of the UK adult population had an eating or drinking out occasion as restrictions eased across the UK during July. The proportion of UK consumers who had an eating out occasion increased to a peak of 52.2% over the 12 weeks to the 11 July.

Increased spend comes as ending 11 July as higher spend channels including restaurants and pubs & bars grew share. Versus the 12 WE 18.04.2021, pubs and bars saw its share of UK eating out occasions rise from 3.8% to 12.5% and restaurants grew from 9.7% to 11.5%. In contrast, Quick service restaurants decreased in channel share by -10ppts – from 41.3% to 30.9%. This comes as on-premise purchasing was no longer limited to takeaway as lockdown restrictions were eased.

Restrictions easing also had a notable impact on delivery and click & collect. Delivery declined in share by 9.8ppts and Click & Collect declined by 5.7ppts as more consumers ate and drank out of home with increasing consumer confidence and sporting events including the EUROs bolstering occasions.

The report also highlighted that more consumers are identifying as non-drinkers (13%), with many choosing to opt for low to no alcohol beverages where possible and more identified as flexitarian or vegetarian in the latest quarter (37% in total). A higher proportion also identify as gluten free and dairy free (almost 7%).

Commenting on the results, Katherine Prowse, Senior Insight Manager at Lumina Intelligence said, *“Positively for the UK hospitality industry, the easing of restrictions has shown signs of consumers returning to normality. Pubs, bars and restaurant are driving participation and spend, with delivery playing less of a pivotal role. This is something that we expect to continue to grow, particularly now that all restrictions have eased.”*

*“We are also seeing more spontaneity from consumers. ‘I was out and about (e.g. shopping)’ is now the second biggest reason for eating or drinking out. As town and city centres continue to open up, operators should see this as a great opportunity to generate incremental footfall and inspire consumers that may have not been considering eating out.”*

**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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