**CONTACT INFORMATION:**

**Lumina Intelligence**

**Giorgio Rigali**

**07545990030**

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

**28 September 2021**

**Dine-in represents more than two thirds of reopening sales in restaurants**

According to the recent quarterly update to the Lumina Intelligence UK Restaurant Market Report 2020/21, the majority of purchases are now made in restaurants following the easing of restrictions. In total, 67.7% of restaurant purchases were made on-site in the 12 WE 11.07.2021. In comparison, 18.7% ordered for delivery and 9.6% ordered for collection.

The report also highlights some of the key differences between branded and independent restaurants. For example, a greater proportion of consumers eat in in independent restaurants (58.5% vs 46.5%), which is helping to drive a greater average spend (£20.60 vs £18.00).

Dinner occasions are the still the most important for branded and independent restaurants, accounting for nearly two thirds of total visits for each.

Alcoholic drinks are more likely to be purchased in independent restaurants than branded restaurants. 42.2% of drinks purchased in independent restaurants are alcoholic, compared to just 15.6% in branded restaurants. However, in both independent and branded outlets soft drinks is the top choice of beverage.

Furthermore, independents outperform branded restaurants for all satisfaction ratings. Independent restaurants achieve scores of 78% for freshness and food quality and taste and outperform the market average for all ratings. Branded restaurants underperform compared to the market average on numerous counts including atmosphere, drink quality and friendly service.

Pizza hut remains the most visited brand - 12% of branded restaurant occasions are served by Pizza Hut, driven by its established delivery offering. Nando’s and Wagamama are the next most visited brands by share, due to the vast number of outlets across the UK as well as appealing to more health-conscious shoppers with a variety of healthier options to traditional fast-food choices.

Katherine Prowse, Senior Insight Manager at Lumina Intelligence said, *“Delivery has provided a significant lifeline to restaurants over the past 18 months, however with restrictions easing, operators will be glad to see consumers returning to dine-in occasions. Over the 12 week period, independent restaurants have led the way in terms of spend and consumer satisfaction, as well as driving a higher proportion of dine-in footfall. In particular, independents achieved strong satisfaction scores for freshness and food quality and taste. Operators can capitalise on this opportunity by highlighting local suppliers on menus and on social media.”*

Find out more about Lumina Intelligence’s UK Restaurant Market Report 2020/21 [here](https://www.lumina-intelligence.com/restaurant-reports/uk-restaurant-market-report-2020-21/).

**ENDS**

**Report methodology**

The Lumina Intelligence UK Restaurant Market Report 2020/21 brings together various data solutions from Lumina Intelligence:

* Consumer eating out behaviour: based on 78,000 surveys across the year from Lumina Intelligence’s Eating & Drinking Out Panel
* Consumer attitudes and future intentions based on a bespoke survey
* Menu insight from Lumina Intelligence Menu Tracker
* Operator performance for 140 leading branded restaurant operators from Lumina Intelligence Operator Data Index
* Business Leaders perspectives from Lumina Intelligence Top of Mind business leaders survey and Hospitality Leaders Poll

**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/>