**CONTACT INFORMATION:**

**Lumina Intelligence**

**Giorgio Rigali**

**07545990030**

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

**18 November 2021**

**October half term sees eating out penetration, spend and frequency increase**

According to the latest data from Lumina Intelligence Eating & Drinking Out Panel, in the four weeks ending (4WE) 31/10/2021, eating out penetration increased +1ppt to 54%, eating out frequency grew 8% to 1.5 times per week and average spend was up +3% to £11.76.

Dinner increased its share of occasions by +0.8ppts at the expense of breakfast (-0.2ppts) and lunch (-0.5ppts). Drinks only accounted for 23.4% of all eating and drinking out occasions, +0.3ppts versus the previous four weeks.

The QSR channel increased its share of total occasions by +1.7ppts over the last 4 weeks, with consumers opting for quick service options. QSRs, including Burger King and Pizza Hut, utilised Halloween as an opportunity to boost advertising and encourage visits.

The catering and retail channels saw share of occasions increase by +1.0ppts and +0.8ppts respectively, driven by more snack and drink occasions in and around the workplace.

The two most popular items, chips and burger, experienced a fall in share of occasions, with the proportion of eating out occasions including chips shifting -5.5ppts and burgers -4.5ppts.

Commenting on the results, Insight Director at Lumina Intelligence, Blonnie Whist, said: *“October half term has resulted in a buoyant four-week period for UK eating and drinking out. A shift towards the QSR channel indicates consumers are more on the move and looking for quicker, more convenient solutions, which could correlate with more families being out and about in city centre during the school holidays. As December approaches, we expect to see frequency, participation and spend continue to grow, as consumers and operators alike look to make up for lost time following 2020.”*

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/>