**A close up of a logo

Description automatically generatedCONTACT INFORMATION:**

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**Gregg’s is the dominating brand in food to go, accounting for one-in-ten occasions**

According to the latest update to the Lumina Intelligence UK Food To Go Market Report 2021, Gregg’s is the dominating brand in food to go with a 10.7% share of occasions. Greggs has overtaken McDonald’s to become the dominant player in the food to go sector, increasing its share of occasions by 1.3ppts in the 12 weeks to 28 November 2021.

The growth experienced by Gregg’s is reflected in sausage rolls, holding a 5% share of total food to go food items purchased. However, burgers still had the highest share with 19.2%, followed by sandwiches with 11.3%.

The return of people to work and schools in September helped to boost overall food to go sales, with 27% of visits to foodservice operators for food to go missions over the 12-week period. Travelling or commuting increased as a reason for a FTG occasion by +2ppts in the same period.

Coffee shops and cafes maintained largest share of FTG occasions, followed by retail. This increased towards the end of October and November with consumers more likely to be out and about, looking for a convenient solution, with proximity (37%) increasing as a reason for choosing a venue (+1ppt).

Coffee and hot drinks also increased their share of drinks purchases. Coffee dominated drinks occasions, accounting for over two-in-five purchases (+3ppts). This increase in share can be attributed to consumers returning to offices and working lifestyles, as well as the cooling weather fostering consumer appetite for hot drinks. Hot chocolate and tea have also benefited from the move towards hot drinks, increasing by +2ppts and +1ppt.

Blonnie Whist, Insight Director at Lumina Intelligence said, *“Throughout September, October and November, we have seen an uptick in the proportion of consumers purchasing food to go due to commuting or travelling. Consumers have been returning to the workplace, resulting in a buoyant period for operators, as FTG accounts for more than one-in-four out of home occasions.”*

*“With the spread of the Omicron variant of coronavirus gathering pace, restrictions are starting to get tighter, with the government recommending people work from home where possible. This is likely to cause a fall in FTG occasions, however, operators and retailers in more suburban, residential areas remain well placed to capitalise on the “food to go home” trend and continue to drive footfall despite a less transient workforce.”*

[Find out more about the report here](https://store.lumina-intelligence.com/product/uk-food-to-go-market-report-2021/)

**ENDS**

**Report methodology**

The data within the Lumina Intelligence UK Food To Go Market Report 2021 was collated using:

* Consumer eating out behaviour across all UK eating and drinking out channels through the Lumina Intelligence Eating & Drinking Out Panel, based on 78,000 interviews each year
* Consumer attitudes and future intentions based on a bespoke survey (n=1000 nat rep)
* Operator sales and outlet performance from Lumina Intelligence’s Operator Data Index
* Supported by commentary/soundbites from senior business leaders and journalists from within the sector

**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/>