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**Rising cost of living continues to bite as spend and penetration stay flat in latest quarter**

According to the latest data from Lumina Intelligence Eating & Drinking Out Panel, in the 12 weeks ending (12WE) 12/06/2022, penetration has increased just +2.0ppts and has more recently been unable to match highs seen across April 2022, falling to 56% in the week to 12 June.

In the same period, average spend has increased just +2%, despite high levels of inflation and opportunities for growth including the Jubilee weekend and warmer weather.

Purchasing lunch and snack out of home has increased +1.4ppts and +1ppts, respectively, as more workers return to offices and purchase meals on the go. Dinner occasions have seen a decline in popularity, with the day part share of dinner visits declining 1.6ppts despite an increase in average spend. There has been a 7.0% decline in spending on the snacking day part, signifying consumers are reducing spend on less necessary items.

Across all day parts there has been a reduction in the number of under 18-34 year olds eating out in the last quarter. The cost of living crisis is affecting this age group, the most lucrative category for eating and drinking out. The proportion of 55+ year olds eating out is increasing presenting an opportunity to cater more for the needs of this demographic.

18-24 year olds, affected by the cost of living crisis, are turning to cheaper options such as QSR, with this channel seeing the proportion of 18-24 year olds visiting in the past 12 weeks increasing by +3ppts. There has been reductions in young people choosing to eat at restaurants, demonstrating a need for this more expensive channel to respond with initiatives such as promotions or voucher schemes to boost appeal to younger consumers.

Commenting on the results, Senior Insight Manager at Lumina Intelligence, Katie Prowse, said: *“The rising cost of living continues to bite consumers and have a knock-on effect on eating and drinking out behaviour. Despite the extra Bank Holiday and the Queen’s Jubilee celebrations, spend and penetration remained flat. Consumers are cutting back on discretionary spending, which is evident by the decline in the treat mission, which dropped across lunch, dinner and snack, by 1ppts, 3ppts and 2pts, respectively during the past quarter.”*

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/>