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**12 April 2022**

**Rising cost of living sees average eating and drinking out spend decline -9%**

According to the latest data from Lumina Intelligence Eating & Drinking Out Panel, in the 12 weeks ending (12WE) 20/03/2022, average consumer spend per visit declined by -9%.

Driven by the decade high inflation, rising energy costs and fears of higher prices, disposable income is becoming squeezed and consumers are keeping a closer eye on outgoings.

This is evident in eating and drinking out frequency, with no change recorded versus the previous 12 week period (12WE 26/12/2021), indicating that consumers are restricting their spend per head and seeking affordable solutions from operators.

Eating out participation decreased moderately by -0.4ppts, with the cost of living crisis slowing the recovery of the market.

Breakfast occasions have seen the largest increase in consumer spend by +4%, whilst lunch (-10%), dinner (-8%) and snack (-5%) all recorded declines in average spend.

Coffee and sandwich shops gained +1.3ppts in channel share compared to the previous 12 weeks. This is driven by the eased Plan B restrictions, with more consumers returning back to offices on a hybrid basis. The decrease in consumer confidence caused by the cost of living crisis, increased fuel prices and current situation between Russia and Ukraine have led to a -1.0ppts decrease in share for pubs and bars, and a -0.9ppts decrease for restaurants, with consumers limiting discretionary spending and opting for lower ticket channels instead.

Greggs’ share of occasions has increased for snacks (+0.3ppts), overtaking Costa Coffee as the leading brand at snack occasions, driven by the variety of snacking options that Greggs offers to consumers. Costa Coffee saw its share of occasions fall by -0.9ppts.

Commenting on the results, Senior Insight Manager at Lumina Intelligence, Katie Prowse, said: *“Following the easing of coronavirus restrictions, operators would have been hoping for a smooth ride to recovery. However, with decade high inflation, the road ahead will be challenging. Consumer confidence continues to fall, as average spend and penetration decline. Consumers are turning to lower ticket solutions and day-parts, causing restaurants and pubs to lose market share.”*

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.

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