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Growth of +£5.4 billion year-on-year, as UK Restaurant Market Report forecasts sector’s value of £18.1 billion in 2022

Value-led strategies, sustainability, innovation, and digitalisation have been some of the key growth drivers highlighted by Lumina Intelligence’s [Restaurant Market Report 2022](https://store.lumina-intelligence.com/product/uk-restaurant-market-report-2022/#1666357153734-24da919f-fba9), an overview of the UK restaurant market landscape in the UK, including the size and breakdown of the market, market growth and market drivers and inhibitors to 2022.

**Unrestricted trading: main market driver in 2022**

While the cost of living crisis has severely impacted recovery in the restaurant market in 2022 with consumer penetration, frequency and spend all declining year-on-year, the UK Restaurant market is set to value £18.1 billion in 2022, 94% of its 2019 value – a growth of **+£5.4 billion** year-on-year.

**Value will be a key focus over the next 18 months**

Operators are expected to use a range of techniques to bolster value credentials including promotions, more sophisticated loyalty schemes and menu price management, with same-line dish price inflation at just +7.3% year-on-year.

Boosting quality-led messaging will justify higher price points. Tapping into a range of events including live music will align with the growing consumer value of being experience-led (+7% year-on-year). Events are expected to be a fruitful way of demonstrating added-value.

**Future prospects improve for brands in 2022**

Branded restaurants are forecast to see outlet growth of +2.3% in 2022, led by expansion from brands including **Nando’s**, **Slim Chicken’s** and **Franco Manca**, an uptick unseen since 2017.

Brands are prioritising sustainability, innovation, and digitalisation with initial trials of robots in front of house, regenerative farming efforts as well as a sustained focus on multiple revenue streams including delivery and omnichannel trading.

The industry analysis focused on Market sizing, competitive landscape, consumer insight, product & price, via a thorough research of the UK market, and the examination of leading brands, as well as the forecasts for market growth for 2022F-2025F, together with our view on the future drivers and inhibitors. Lumina’s [Eating and Drinking Out Panel](https://www.lumina-intelligence.com/thank-you/demo-video-edop/) and [Menu Tracker](https://www.lumina-intelligence.com/product/menu-tracker/) tools were key contributors to the Report’s data delivery.

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**Report Methodology**

The Lumina Intelligence UK Restaurant Market Report 2022 is a necessity for those looking to navigate the 2023 landscape. It includes market sizing and forecasts to 2025, up to date consumer behaviour insight and analysis of the current restaurant competitive landscape providing a holistic source of intelligence on this channel for suppliers, operators, service providers and investors alike. Our unique comprehensive report helps our clients understand the scope of the restaurant channel and how best to navigate the forth coming opportunities and challenges in the market. It is a must-have for any who operate in or supply the restaurant channel.

The methodology for this report is as follows:

* The behaviour of 78,000 nationally representative consumers per year, tracked by Lumina Intelligence’s UK Eating& Drinking Out Panel.
* Menu insight from Lumina Intelligence Menu Tracker – a database of over half a million menu items from the Top 80 Operators across the Eating Out market, plus 20 chain restaurant Operators
* Market sizing data tracking the performance of hospitality and grocery operators, based on turnover and outlet numbers Extracts from Operator Data Index and wider synthesis with total Eating Out market sizing
* Lumina Intelligence Top of Mind business leaders survey, targeted at industry professionals across the eating out and grocery retail markets, to understand the trading environment, challenges and growth opportunities

**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.