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**UK's Food and Beverage Market Bounces Back as Consumers Return to Pre-Pandemic Habits**

The latest data from the Lumina Intelligence [Eating and Drinking Out Panel](https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/) reveals that the UK's food and beverage market is showing signs of recovery after a challenging year. The removal of coronavirus restrictions and the return of workers to offices have led to a 2% year-on-year increase in penetration, indicating that consumers are participating more in the market.

However, the frequency of occasions has remained stable year-on-year due to the rising cost of living. Inflation, rising energy costs, and the war in Ukraine have driven up food prices, resulting in an 8% year-on-year increase in average spend. As a result, consumers are turning to more affordable options when eating out, which has led to spend increases that are behind inflation levels.

Consumers' priorities have shifted towards socializing, resulting in a 3-percentage-point year-on-year increase in pubs and bars' share of occasions. With pandemic fears easing, consumers are returning to pre-pandemic behaviours, resulting in an increase in pub occasions. The data also shows that occasions where consumers were purchasing chips grew by 2.4%, and burgers by 1.8%, as consumers purchased pub classics.

"We are delighted to see that the UK's food and beverage market is showing signs of recovery after a challenging year. With the easing of Covid fears, consumers are returning to pre-pandemic behaviours, which is resulting in an increase in the penetration within the market," said Sorcha Simons, Insights Manager at Lumina Intelligence.

However, QSR (quick-service restaurant) occasions have declined year-on-year following increased demand for delivered channels during the pandemic.

The [Eating and Drinking Out panel (EDOP)](https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/) provides valuable insights into the UK's food and beverage market, which businesses can use to make informed decisions about their strategies.

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**Report Methodology**

Lumina Intelligence [Eating & Drinking Out panel](https://www.lumina-intelligence.com/product/eating-and-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.

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/>