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**Consumers Trade Down to Retail for Food on the Go, but Bakeries remain Key**

According to Lumina Intelligence's [Food To Go Market report 2023](https://store.lumina-intelligence.com/product/uk-food-to-go-market-report-2023/), bakeries are the most important sub-channel for breakfast to go, rising by +2ppts year-on-year. However, there has been a decline in routine purchases as consumers cut back on routine purchases to manage spend.

The report shows that travelling or commuting motivates the largest proportion of breakfast to go missions, with this mission seeing the largest growth year-on-year. Operators offering breakfast to go should target key travel hubs and ensure that service times are fast and efficient to enable consumers who are travelling or commuting to easily purchase food.

At lunch, consumers are trading down to retail, which has increased its share of occasions by +2ppts, as consumers are returning to offices and looking for inexpensive lunch options. Bakeries can capitalize on this trend by offering a variety of lunch options that are both cost-effective and substantial, such as pastries, which have also increased by +1.4ppts and +1.0ppts for lunch and snack occasions, respectively.

"*This year's report clearly shows the importance of understanding consumer behaviour when it comes to food to go,*" said Lumina Intelligence's Senior Insights Manager Katherine Prowse. "*Operators need to be mindful of changing consumer habits and ensure they are meeting their needs and targeting key locations.*"

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**Report Methodology**

The Lumina Intelligence Food to Go Market Report 2023 is the ultimate guide to stay ahead in the fast-paced food to go industry. With a focus on outlook and comprehensive insights into consumer behaviour and preferences, the report provides knowledge on current market size and share, growth drivers and inhibitors in the industry and turnover forecasts to 2026.

The report’s methodology is as follows:

* Consumer eating out behaviour across all UK eating and drinking out channels through the [Lumina Intelligence Eating & Drinking Out Panel](https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/), based on 78,000 interviews each year
* Market sizing data tracking the performance of hospitality and grocery operators, based on turnover and outlet numbers as well as extracts from our [Operator Data Index](https://www.lumina-intelligence.com/product/operator-data-index/) and wider synthesis with total Eating Out market sizing
* Bespoke analysis of new products available at a selection of key food to go player sites, with year-on-year comparisons

**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/>