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**Coffee Shops and Cafés Show Strongest Growth Potential in Food to Go**

Lumina Intelligence’s [latest market report on the food-to-go industry](https://store.lumina-intelligence.com/product/uk-food-to-go-market-report-2023/) revealed that coffee shops and cafés are expected to see the strongest growth in share from 2017-2023F, with the top 5 coffee shop/café brands projected to increase their estates by a combined addition of +110 net sites in 2023F. This places coffee shops and cafés at the forefront of operators looking to expand their food-to-go business.

According to the report, coffee is by far the most important breakfast drink, accounting for 61% of all breakfast drink occasions. Operators should take advantage of this and ensure they have a high-quality coffee offering to boost business.

However, the report also found that consumers are increasingly purchasing food-only, with both food and drink purchases declining by -4.2ppts year-on-year. This trend indicates that operators should focus on developing cross category meal deal offers to boost value perceptions and encourage spending.

Breakfast meal deals can foster value for money credentials and boost spend. Operators should consider offering breakfast meal deals to attract price-conscious customers and increase their spend.

Commenting on the findings, Insights Senior Manager Katherine Prowse stated: "*The food-to-go market continues to evolve, and it's clear that coffee shops and cafés are the main focus for operators looking to expand their business. With consumers placing increasing importance on high-quality coffee and food-only purchases, operators should focus on developing offerings to meet these changing trends.*"

The report provides a comprehensive analysis of the food-to-go market, including trends, opportunities, and growth prospects for key players.

ENDS

**Report Methodology**

The Lumina Intelligence [Food to Go Market Report 2023](https://store.lumina-intelligence.com/product/uk-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/>