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**Consumers Embrace Enhanced Eating and Drinking Out Experiences, Driven by Stronger Spending Power**

Consumers across the UK have embraced a resurgence in eating and drinking out experiences, according to recent insights from [Lumina Intelligence’s Eating and Drinking Out Panel](https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/). This is underpinned by stronger spending power and an end to industrial strike action. This renewed confidence has led to an increase in socialising, with notable shifts in behaviour and venue choice.

Almost six in ten UK adults (+3.4 percentage points) enjoyed eating or drinking outside the home each week in Q4 2024. The resolution of industrial disruptions and strengthened spending power contributed to a rise in consumers gathering with friends and family in the market. Growth was particularly pronounced among 25-34-year-olds, marking a notable upward trend (+1.6 percentage points).

With an improved outlook, consumers have diversified their out-of-home (OOH) experiences, engaging in activities such as dinner in pubs and bars and brunch in restaurants, alongside lunch and dinner. Encouraging trade-ups to food while drinking will be essential in the coming months. This positive sentiment has fuelled an increase in frequency of dining and drinking (+9.4%) and broadened the range of day-parts enjoyed out of home.

The very quality-led psychographic now dominates consumers’ attitudes. As they prioritise meaningful and premium experiences, value for money is playing a pivotal role in venue selection. Cocktails have gained a larger share of occasions as consumers increasingly opt for elevated serves to enhance their enjoyment.

The shifting landscape of out-of-home experiences highlights the evolving preferences of consumers, reinforcing the need for venues and service-led channels to adapt and elevate their offerings in response to growing demand.

END

**About Lumina Intelligence Eating & Drinking Out Panel**

[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 & bars, cafes & coffee shops, fast food, bakery & sandwich shops, restaurants and retail channels.

For more on out of home food & drink consumption in the UK, and to access our cost-effective consumer insight and data solution, go to: <https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/>

**About Lumina Intelligence**

[Lumina Intelligence](https://www.lumina-intelligence.com/) 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/>