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**Participation increases year-on-year for Eating and Drinking Out as consumer confidence improves**

Latest data from Lumina Intelligence’s Eating and Drinking Out Panel reveals that UK consumers are showing an increased enthusiasm for dining out as their confidence improves. The research highlights several key insights from the latest four-week period.

Firstly, weekly eating and drinking out penetration has increased +2ppts year-on-year, which can be attributed to the rise in consumer confidence in March, due to the Bank of England no longer believing that the UK will enter a recession this year, as well as higher high street footfall and returns to offices. However, the report also found that spend has not increased at the same level as inflation, with year-on-year growth at only +3.8%

The report also revealed that lunch occasions have increased +0.8ppts year on year, as consumers return to offices. Salad and sandwich occasions have increased +2.2ppts and +0.5ppts respectively, driven by the increase in lunch occasions. Consumers are showing a rising interest in healthier eating, and operators are in turn offering lighter options to meet this demand.

Pub and bar occasions have decreased -1.2ppts year-on-year, as consumers remain cautious about spend despite confidence improvements. Value-driven consumers are instead visiting QSR more, with occasions increasing +1.3ppts, as they seek inexpensive meal options. The demand for QSR offerings has led to an increase in the consumption of chips, wedges, fries (+2.5ppts), and burgers (+2.8ppts).

Commenting on the findings, Lumina Intelligence Insight Manager Sorcha Simmons said, "The latest data shows that as consumer confidence improves, they are returning to eating and drinking out. However, the sector has experienced fundamental changes to consumer behaviour, with lunch occasions increasing, and consumers seeking value-driven options. Operators need to be aware of these shifts and adapt their offerings to meet changing consumer demands."

ENDS

**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/>