**A close up of a logo

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**Christmas 2023 Paints an Improving Market Picture: Lumina Intelligence Eating and Drinking Out Panel Insights**

As we bid farewell to the festive season of 2023, industry insights from the Lumina Intelligence Eating and Drinking Out Panel reveal a promising market outlook. The data showcases considerable improvements driven by a combination of factors, including easing inflation and energy costs.

**Easing Inflation Boosts Market Metrics in the Festive Period**

Participation in the eating and drinking out market saw a notable uptick, with a positive change of +2.8 percentage points in December 2023 compared to the previous year. The substantial improvement is attributed to a decrease in inflation, which halved during this period. Additionally, the easing of energy costs played a pivotal role, enticing more consumers to actively engage in the market.

**Dinner Occasions Rise Due to Reliable Train Travel**

Dinner occasions witnessed a year-on-year rebound, seizing an increased share by +6.1%. Last year, frequent train strikes had hindered dinner occasions as consumers were apprehensive about challenging journeys home. However, with minimal transport disruption this year, reliable train travel became a catalyst for increased evening socialising, contributing to the surge in dinner occasions.

**Christmas Parties Bolster Restaurant Trading**

Restaurants emerged as the biggest beneficiaries of the festive season, experiencing the highest growth in occasion share. The absence of train strikes removed restrictions on consumers, enabling them to enjoy Christmas parties and meals in restaurants without concerns about transportation disruptions. Furthermore, coffee and sandwich occasions remained consistently high, with in-person Christmas shoppers contributing to robust sales in this channel.

These insights, provided by the Lumina Intelligence Eating and Drinking Out Panel, offer a comprehensive overview of the market dynamics during Christmas 2023. The data highlights a positive correlation between economic factors and consumer behaviour, emphasising the impact of easing inflation and reliable transport on the overall market performance.

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

Lumina Intelligence Eating & 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 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/>