**A close up of a logo

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**Driving Growth: QSR and Restaurant Menu Expansion Trends Revealed by Lumina Intelligence**

According to [Lumina Intelligence’s **Menu Tracker**](https://www.lumina-intelligence.com/product/menu-tracker/), QSR establishments have experienced the most substantial menu expansion, witnessing an impressive average increase of +10% in menu sizes. Restaurants have closely followed suit, with their average menu sizes growing by +7%. These developments highlight a concerted effort by both QSR and restaurants to diversify their offerings, providing consumers with a wider variety of choices.

The driving force behind this expansion can be attributed to improving macroeconomic factors, empowering operators to justify and implement menu growth. As the economic landscape continues to stabilise, businesses are seizing the opportunity to meet evolving consumer preferences and enhance their competitive edge through expanded menus.

In tandem with these shifts, menu price increases have been most pronounced in the restaurant sector. Chain restaurants have led the charge, experiencing an average year-on-year menu price increase of +21.5%. This surge reflects the strategic decision by operators to optimise revenue streams through pricing strategies, with an emphasis on delivering enhanced value to consumers.

Operators are also leveraging the growing trend of premiumisation, introducing more premium-led dishes to stimulate consumer spend. Menu Tracker data indicates a deliberate effort by QSR and restaurants to offer high-quality, premium options that cater to the evolving tastes and preferences of their customer base.

A noteworthy trend identified in the report is the impact of falling prices of core food items on food inflation. The Lumina Intelligence data shows a decline in total food and non-alcoholic beverage inflation since Q2 2023, with total menu inflation following suit from Q3 2023. Prices of core food items such as oil, meat, and potatoes have witnessed a downward trajectory, contributing to food inflation falling to 9.1% in Q4 2023 – the first time it has fallen below the 10% threshold in the year.

These findings underscore the dynamic nature of the foodservice industry and the strategic adaptations made by QSR and restaurants in response to evolving market conditions. As operators navigate the landscape of changing consumer demands, economic factors, and pricing dynamics, Lumina Intelligence remains at the forefront, providing valuable insights to support informed decision-making within the industry.

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**Report Methodology**

Lumina Intelligence’s Menu Tracker enables you to track, compare & analyse the pricing & menu composition of 80 major UK pub, restaurant, QSR, sandwich, and coffee shop operators. Updated monthly, the tool allows for in-depth analysis of:

* Brand menus
* Menu price inflation
* Dietary requirements
* NPD
* Ingredients

The methodology for this report was the following:

* Data from Lumina Intelligence Menu Tracker Tool has been used to produce the analysis.
* Lumina Intelligence Menu Tracker Tool holds food and drink menu data, updated monthly, from the top 20 branded chains by outlets across restaurants, pubs & bars, QSR, and coffee & sandwich shops.
* One site from each brand is used to collect menu data, and a site in the Midlands in a suburban area has been selected. For regional brands, a site with a comparable population density as close to the Midlands as possible has been chosen.
* Same-line dishes are dishes that have the same name and description month on month.
* The data in this report is aggregated on an individual dish level and removes certain categories such as hampers, gift boxes, and multipacks, all pricing data is sense checked. As a result, this report features numbers that may vary from the data in Lumina Intelligence’s digital tool.

**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.