**CONTACT INFORMATION:**

**Lumina Intelligence**

**Monica Rico**

**07423555808**

**monica.ricocastrillo@lumina-intelligence.co.uk**

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**From Grab-and-Go to Gourmet: Exploring the Thriving Trends Reshaping Food to Go in 2024**

According to Lumina Intelligence’s latest [Food to Go Market report](https://store.lumina-intelligence.com/product/uk-food-to-go-market-report-2024/), the UK food to go market is poised for substantial growth, with a projected increase of +3.5% to reach a value of £23 billion in 2024, outpacing its pre-pandemic value. The market's expansion is expected to outstrip both the total eating out market and inflation, indicating a resurgence in consumer demand following a challenging 2023.

One of the driving factors behind this growth is the forecasted net space expansion, with a projected increase of +0.7% to a total of 152,783 outlets. This growth is fuelled by the proliferation of various formats and locations, including travel hubs, drive-thrus, and kiosk-style services, catering to diverse consumer preferences and lifestyles.

Despite facing hurdles such as cost-of-living pressures and shifts in consumer behaviour due to factors like hybrid working and financial strain, convenience store grab-and-go segments have notably achieved robust growth compared to pre-pandemic levels. Investment in product ranges and value offerings has been instrumental in driving this resurgence.

Furthermore, the report highlights a significant trend towards healthier eating, with new product developments aligning with demands for nuanced health and premium quality. Vegan, high protein, and high-fibre products have all seen increased demand, with innovations such as gut health and immune system-boosting products entering the market in 2024.

Insight Lead Katie Gallagher added: “looking ahead, the food to go market is expected to continue its upward trajectory, reaching a value of £25 billion by 2027. Factors including economic tailwinds, boosted tourism and travel, and record employment levels are anticipated to drive growth, alongside consumer spending power bolstered by average earnings outpacing inflation and interest rate reductions.”

ENDS

**Report Methodology**

The [Lumina Intelligence Food to Go Market Report 2024](https://store.lumina-intelligence.com/product/uk-food-to-go-market-report-2024/) 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.

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