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**Revitalised Dining: Lumina Intelligence's Research Signals Market Rebound**

The latest data from [Lumina Intelligence's Eating and Drinking Out panel](https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/) reveals a robust performance in the eating out market during the fourth quarter of 2023. Bolstered by improved consumer confidence, participation in dining out experiences surged, marking a significant uptick compared to the challenges faced in the preceding year.

Key findings indicate a notable increase in market penetration, with a year-on-year gain of +4 percentage points, reaching 56.5%. This resurgence comes in stark contrast to the previous period, which was marred by railway strikes, record-low consumer confidence, and economic uncertainty during the cost-of-living crisis.

The reduction in strike actions was pivotal in encouraging evening socialising, resulting in a notable rise in dinner occasions across Quick Service Restaurants (QSR), retail, and restaurant channels. With minimal transport disruption in Q4 2023, consumers seized the opportunity for more evening socialising, albeit at the expense of breakfast, brunch, and drink-only occasions.

Moreover, the data underscores a return to habitual dinner missions among consumers, particularly driving growth in the QSR segment. Routine-led missions are regaining significance at dinner time, as consumers increasingly prioritise affordable quality meals on the go.

One standout trend highlighted in the report is the surge in pizza occasions, witnessed during both lunch and dinner hours. This growth is attributed to Domino's significant share increase within the market, demonstrating consumers' growing preference for convenient and quality pizza options.

Commenting on the findings, Insights Manager Maria Georgiou said, "The Q4 2023 insights from Lumina Intelligence's Eating and Drinking Out panel showcase a remarkable recovery in the eating out market. Improved consumer confidence has been a driving force behind this resurgence, leading to increased participation and a return to routine-led dining missions."

"As we move forward, understanding these evolving consumer behaviours and preferences will be critical for businesses to capitalise on emerging opportunities and drive continued growth in the sector.”

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**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/>