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**UK Eating and Drinking Out Market Strengthens, Annualising on Tough Financial Pressures and Extreme Weather Conditions**

New data from [Lumina Intelligence’s Eating and Drinking Out Panel](https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/) highlights a positive shift in the UK’s out-of-home (OOH) market, with growth in consumer participation and channel shifts driving overall spending. Market performance has improved as financial pressures ease and extreme weather patterns from 2023 recede.

According to the latest insights, nearly six in ten (59.8%) UK adults are now active participants in the OOH market, with consumers dining out 1.6 times per week on average, up from 1.5 times in 2023. There has been a notable +13.3% rise in spending — well ahead of inflation – with consumers returning to higher-spend channels and day-parts, signalling the resilience of the sector.

Retail's share of occasions has declined by -2.2 percentage points year-on-year, annualising on a strong September 2023. Pubs, bars, and restaurants have been the key beneficiaries, attracting consumers back to food-led occasions, with dinner being the standout meal.

The data also highlights a trend toward greater variety in consumer food choices, with eight of the top ten dishes by share of occasions losing ground year-on-year. This shift offers an opportunity for suppliers to innovate and expand their offerings. Strategies that focus on premiumisation, brand partnerships, limited edition products, and the introduction of world cuisines are expected to perform well.

Speaking on the findings, Insight Lead Katie Gallagher said: "The data reflects positive momentum for the out-of-home market. Consumers are clearly seeking greater variety and are willing to spend more on premium experiences, which presents a valuable opportunity for suppliers and operators to innovate and tap into these emerging trends."

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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/>