**CONTACT INFORMATION:**

**Lumina Intelligence**

**Monica Rico**

**+4420 76110434**

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

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**Lunch Drives Increased Out-of-Home Participation, Quality Becomes Top Priority, and Staple Dishes Decline**

New insights from the [Lumina Intelligence’s Eating and Drinking Out Panel](https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/) reveal notable shifts in the UK’s out-of-home dining market, with increased participation and frequency, particularly at lunch, signalling that consumers may be starting to feel some relief from rising living costs.

This resurgence sees more consumers dining out, with lunch becoming a popular occasion to reconnect with out-of-home venues, and a rise in breakfast visits, especially to coffee and sandwich shops, as consumers seek convenient ways to start their day.

The data also reveals that quality has now overtaken value as the top priority for consumers, marking a clear shift in their expectations for the out-of-home dining experience. Quality of ingredients is increasingly significant, especially during dinner and snack occasions, highlighting consumers’ growing preference for premium, flavour-driven options. This shift calls for operators to emphasise quality-led messaging in their marketing and to ensure high standards in their food and drink offerings, as consumers show a readiness to invest in a superior dining experience.

Additionally, consumer preferences are moving away from traditional staple dishes, with eight of the top ten most popular items, including long-standing favourites like burgers and chips, experiencing declines of -0.6 and -1.7 percentage points, respectively. However, pizza has defied this trend, gaining share by remaining relevant and evolving with consumer tastes. This change signals an opportunity for operators to adapt their menus to reflect evolving preferences, offering variety and unique choices to attract diners seeking something distinctive.

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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/>