**A close up of a logo

Description automatically generatedCONTACT INFORMATION:**

**Lumina Intelligence**

**Monica Rico**

**+442076110427**

[**monica.ricocastrillo@lumina-intelligence.co.uk**](mailto:monica.ricocastrillo@lumina-intelligence.co.uk)

**08 May 2025**

**Franchising, Digital Loyalty, and Premiumisation: Lumina Intelligence Reveals Top Q1 2025 UK Foodservice Trends**

Recent [Lumina Intelligence’s Operator Data Index](https://lumina-intelligence.com/product/operator-data-index/) data reveals challenger brands, AI-driven loyalty, and franchise models are reshaping consumer engagement and operator strategy.

**Challenger QSR Brands Reshape the Market**

American-born Popeyes and Mexican fast casual newcomer Boojum are leading a disruptive wave in the UK’s quick service restaurant (QSR) segment. Popeyes is set to grow turnover by an impressive **+56.8%**, driven by aggressive expansion and multi-format strategies targeting travel hubs. Meanwhile, Boojum, entering mainland UK just last year, is forecast to lead turnover growth at **+66.3%**, leveraging value-led positioning and university city rollouts.

“*These new entrants are successfully combining bold flavour propositions, rapid rollout strategies and investor backing to challenge legacy players*,” said Maggie Davis, Insight Manager at Lumina Intelligence.

**Loyalty Evolution Through Strategic Partnerships and Deeper Emotional Engagement: Wagamama & Flight Club**

In a UK-first, Wagamama’s ‘Soul Club’ loyalty programme has been directly integrated into Deliveroo, enabling customers to earn and redeem points both in-restaurant and via delivery. Meanwhile, Flight Club is leveraging a data-driven CRM strategy, using AI-powered customer insights to deepen emotional engagement, transforming loyalty from a transactional model to an experience-driven approach.

“*Loyalty is no longer a separate journey – it’s omnipresent. These strategies set a new precedent for seamless, rewarding digital engagement*,” Davis added.

**Franchising Fuels Scalable Growth Across Foodservice**

Franchise models are emerging as a key strategy for unlocking low-capex scale and international growth opportunities. Brands including Pret, WatchHouse, and Urban Baristas are leveraging franchising not only as an expansion mechanism, but as a tool to localise offerings, diversify revenue streams, and de-risk growth in volatile trading environments.

As operators respond to economic pressures and evolving consumer demands, Lumina’s insights underline that agility, brand identity and digital innovation are the currencies of future growth.

**ENDS**

--

**The Operator Data Index:**

Lumina Intelligence’s [**Operator Data Index**](https://lumina-intelligence.com/product/operator-data-index/)providescontinuous turnover and outlet data on **400+ UK pub, restaurant, QSR, sandwich and coffee shop operators**, analysing the leading and fastest growing brands through an interactive dashboard, bringing subscribers quarterly market intelligence reports.

**Report methodology**

The [Lumina Intelligence Operator Data Index](https://lumina-intelligence.com/product/operator-data-index/) is a tool that tracks the performance of hospitality operators, providing market rankings based on turnover and outlet numbers, segmented by sub-channels.

Our Operator Data Index includes:

* Comprehensive data on leading UK hospitality operators
* Access market rankings, sales and outlet counts and monthly analysis presentations.

**Who We Are:**

[Lumina Intelligence](https://www.lumina-intelligence.com/) helps food and drink brands understand their consumers and markets - so they can grow faster, plan smarter, and make better commercial decisions.

We specialise in insight for grocery retail and hospitality, combining trusted data with expert analysis to support your commercial, category, and insight teams.

<https://www.lumina-intelligence.com/>