**A close up of a logo

Description automatically generatedCONTACT INFORMATION:**

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**15 May 2025:**

**Sunshine Fuels UK’s Eating Out Surge Despite Rising Costs, Reports Lumina Intelligence**

The UK’s eating out sector experienced a remarkable surge in demand, driven by warm weather, according to the latest report from [Lumina Intelligence’s Eating and Drinking Out Panel](https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/) (EDOP). Despite ongoing inflationary pressures, consumers embraced social dining, boosting visit frequency by **9.2%** year-on-year, averaging **1.6 occasions per week**, while average spend increased by **10.7%**.

The sunny weather proved a boon for pubs and bars, which recorded the largest rise in share of occasions, up by **2.7 percentage points (ppts)**, as consumers favoured these social venues. In contrast, coffee and sandwich shops saw a decline of **-2.5ppts**, reflecting a shift towards social-led experiences.

Other key findings include:

* **Social Dining Dominates:** Dinner occasions rose by **0.6ppts**, while drinks-only visits fell by **-0.9ppts**, highlighting the shift towards meal-centric gatherings.
* **Rising Prices Impact Penetration:** Despite frequency gains, overall eating out penetration slightly dipped by **-0.6ppts to 56.7%**, as some consumers cut back due to higher costs.
* **Burgers and Salads Lead Menu Choices:** Pub visits drove a **+0.9ppts** rise in burger orders, while salads saw the largest growth, up **+1.4ppts**, attributed to the warm weather.

The report also highlighted key macroeconomic factors influencing consumer behaviour. Despite a slight decline in CPI inflation from **3.8% to 3.4%**, and an improvement in GFK Consumer Confidence from **-21 to -19**, the impact of rising interest rates and the average price of a pint of beer exceeding £5 affected consumer spending patterns.

Linda Haden, Insights Lead at Lumina Intelligence, commented: “*Our latest insights demonstrate the resilience of the UK’s eating out market. Despite rising costs, consumers are making the most of social occasions, especially in pubs and bars. As we move into summer, this trend is expected to continue.*”

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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/>