**A close up of a logo

Description automatically generatedCONTACT INFORMATION:**

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**10 June 2025:**

**Pizza and Pubs Outperform as Consumer Preferences Shift**

New data from [Lumina Intelligence’s Eating and Drinking Out Panel](https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/) (EDOP) reveals that the UK’s warmest spring on record fuelled a significant rise in consumer dining and drinking out behaviour. The sunshine boost saw visit frequency climb by +10.5% and spend soar by +14.9% year-to-date, setting new highs for 2025.

The latest insights highlight how favourable weather conditions have reinvigorated the out-of-home market. However, the upward trend was partially offset by rising prices following fiscal changes introduced in April, which led some consumers to moderate their spending.

**Pubs Shine in the Sun**

Pubs and bars emerged as the top performers during the spring surge, growing their market share by +2.9 percentage points. The fine weather encouraged more outdoor socialising and drink-only occasions, which rose by +0.3ppts. In contrast, lunch occasions dipped by -0.4ppts, impacting coffee shops and food-to-go outlets.

Quick Service Restaurants (QSR) gained ground, now holding the largest share of all eating out occasions. QSRs climbed by +1.1ppts, overtaking coffee and sandwich shops, and demonstrating their growing relevance across multiple dayparts.

**Pizza’s Popularity Rises**

Pizza saw the biggest gain among food categories, up +2.3ppts, and continues to resonate strongly with groups seeking shared dining experiences. While still behind chips and burgers as the most-ordered dishes, its growth points to a shift in group preferences. Burgers also saw increased traction (+1.2ppts), reinforcing their continued appeal as an indulgent staple.

END

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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/>