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**Brunch Rises While Lunch Loses Out: UK Eating Out Market Adjusts to New Rhythms**

According to recent data from [Lumina Intelligence’s Eating and Drinking Out Panel](https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/), **dinner remains the most popular day-part**, with its share increasing by **0.9 percentage points** year-on-year. However, the most striking growth came from **brunch occasions**, which also saw a comparable uplift, albeit from a smaller base.

In contrast, **lunch occasions experienced a decline of 2.2ppts**, despite improved weather conditions. This downturn suggests a move away from habitual midday meals, potentially due to hybrid working patterns and budget-conscious weekday behaviours.

**Dish trends reinforce comfort and familiarity**, with traditional favourites dominating the top rankings. Chips, burgers, and pizza retained the top three positions, but it was **pizza** that led the charge in growth, thanks to its **versatility and shareability**, gaining **+1.2 percentage points**. Meanwhile, lighter dishes such as **salads and pastries** remained static or declined slightly, hinting at consumer desire for more indulgent or satisfying options when choosing to eat out.

These behavioural shifts occurred despite a backdrop of rising consumer price inflation and a dip in consumer confidence. Interestingly, **interest rates fell to 4.25%**, potentially offering some respite to households, though not enough to fully offset cost-of-living concerns.

“This summer’s dining trends highlight the evolution of British eating habits: less spontaneous, more curated,” said Linda Haden, Insight Lead at Lumina Intelligence. “Operators that can create memorable, high-value experiences in the dinner and brunch space stand to gain ground, especially by capitalising on enduring favourites like pizza.”

As consumers continue to re-evaluate their dining habits amid economic pressures, **the interplay of value, convenience, and occasion-based decision-making is set to define future out-of-home food consumption**.

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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/>

**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/>