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**Consumers Reprioritise Value, Quality, and Connection in Eating and Drinking Out Habits**

Latest data from [Lumina Intelligence’s Eating and Drinking Out Panel](https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/), highlights three core trends reshaping how and where consumers choose to dine:

**QSRs Lead the Market with Value-Driven Growth**

Quick Service Restaurants (QSRs) emerged as the standout performers this quarter, gaining +1.1 percentage points in share of occasions year-on-year. This growth reverses a previous dip and underscores consumer demand for venues offering speed, convenience, and value in economically uncertain times. The QSR surge has come largely at the expense of coffee and sandwich shops, which saw a -1.3ppt decline, indicating a shift in spend toward more affordable and efficient formats.

**Health and Brand Values Overtake Pure Price Sensitivity**

While value remains a key driver, consumers are now placing greater emphasis on health (+5ppts), quality (+2ppts), and brand alignment (+3ppts). This shift reflects a broader trend toward conscious consumption, where diners are choosing venues that reflect their values—whether it’s nutritional transparency, ethical sourcing, or premium experience. Operators able to combine these attributes with affordability are best positioned for growth.

**Dining Out Becomes a Social and Emotional Experience**

Beyond practicality, consumers are increasingly eating out for connection and relaxation. Motivations such as “spending time with friends” and “to wind down or relax”are gaining traction across all meal occasions. This behavioural shift highlights an opportunity for operators to reposition meals as moments of escape and togetherness—offering not just food, but atmosphere, experience, and emotional value.

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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/>