**A close up of a logo

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**07 August 2025**

**Menu Innovation Surges Across Quick Service Restaurants While Pubs Scale Back**

The latest data from Lumina Intelligence’s [Menu Tracker](https://www.lumina-intelligence.com/product/menu-tracker/) reveals significant shifts in menu strategy across UK hospitality venues, driven by intensified competition, inflationary pressures, and evolving consumer expectations.

**Menu Growth Led by Quick Service Restaurants**

In the second quarter of 2025, overall menu choice has expanded across key segments, most notably in **Quick Service Restaurants (QSRs)**, which posted a **+5.2%** increase in menu size. **Restaurants** saw even sharper growth at **+11.6%**, signalling a renewed emphasis on variety and innovation to attract diners. In contrast, **pubs and bars** streamlined operations, recording a **-2.7%** contraction in menu items as part of efficiency-focused strategies.

**Operators Respond to Inflation with Price Increases**

The report highlights that menu price inflation continues to exceed the **ONS food and beverage inflation** benchmark. Operators across the sector implemented price increases ranging from **+3.0% to +13.9%** during Q2. These hikes, above national averages, reflect operators’ need to maintain profitability amid growing pressure from QSRs and the convenience sector.

“*Price increases are a necessary lever in a landscape of thinning margins,*” says Senior Insight Executive Liv Warren, at Lumina Intelligence. “*As competition heightens, particularly from channels that prioritise convenience and speed, full-service operators are strategically adjusting both menu structure and pricing.*”

**Dish Prices Rise Steadily Across Categories**

Price adjustments were observed across both **same line** and **total dish** categories, indicating consistent pricing sentiment across the industry. Within same line dishes, **mains** and **sides** experienced the most pronounced increases, pointing to a dual focus on delivering value through core offerings while also encouraging higher spend through extras and upgrades.

ENDS

**About Menu Tracker:**

[Lumina Intelligence’s Menu Tracker](https://www.lumina-intelligence.com/product/menu-tracker/) enables you to track, compare & analyse the pricing & menu composition of 80 major UK pub, restaurant, QSR, sandwich, and coffee shop operators. Updated monthly, the tool allows for in-depth analysis of:

* Brand menus
* Menu price inflation
* Dietary requirements
* NPD
* Ingredients

**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/>