**A close up of a logo

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**Growing Menus, Stabilising Price Inflation, and Rising Consumer Demand for Premium Options**

Lumina Intelligence’s latest [Menu Tracker](https://www.lumina-intelligence.com/product/menu-tracker/) data reveals shifts in the UK hospitality sector as operators adapt to meet consumer preferences. Menus are expanding across most dining channels, while inflation on menu prices has begun to stabilise following last year’s steep rise. At the same time, an increasing number of premium options on menus reflects a stronger consumer appetite for quality when dining out.

The report highlights that average menu counts have risen by 5.3%, as many operators expand their offerings to cater to a broader range of tastes and attract new customers. Quick service restaurants and coffee & sandwich shops show the fastest menu growth, while pubs and bars, which typically feature the most extensive menus, have kept their item counts steady. This trend towards larger menus signals a competitive strategy among operators to engage diners with a variety of options across different segments.

Encouragingly for both businesses and consumers, menu price inflation has now stabilised below 5%, a significant shift following last year’s double-digit price increase. This stabilisation aligns with a reduction in overall food and drink inflation. However, prices within pubs and bars have risen at a faster rate, largely driven by the inclusion of more premium dishes. These higher prices are linked to both price rises on existing or same line dishes and the introduction of more expensive new options, which help increase revenue per dining occasion.

Operators are responding to an increasing consumer demand for quality by introducing new dishes that are more premium and typically priced higher than existing items. While the average price of all dishes currently sits at £8.84, existing menu items are priced at £6.87, reflecting the strategic decision to attract customers with more quality-focused, higher-priced selections. By including premium ingredients and sophisticated dishes, operators can appeal to consumers’ desire for higher-quality dining experiences while simultaneously driving up average spend per visit.

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

The methodology for these insights was the following:

* Data from Lumina Intelligence’s Menu Tracker Tool has been used to produce the analysis.
* Lumina Intelligence Menu Tracker Tool holds food and drink menu data, updated monthly, from the top branded chains by outlets across restaurants, pubs & bars, QSR and coffee & sandwich shops.
* One site from each brand is used to collect menu data, a site in the Midlands in a suburban area has been selected. For brands that are regional, a site with a comparable population density as close to the Midlands as possible has been selected.
* Same-line dishes are dishes that have the same name and description period-on-period.
* The data above is aggregated on an individual dish level and removes certain categories such as hampers, gift boxes and multipacks, all pricing data is sense checked. As a result, this summary features numbers that may vary from the data in Lumina Intelligence’s digital tool.

**About Lumina Intelligence**

Lumina Intelligence 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/>