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**QSR Sector Outpaces Restaurants in 2024 as UK Hospitality Navigates Economic Recovery**

The UK economy is projected to stabilise in 2024 as inflation eases, wage gains remain steady, and gradual interest rate cuts begin to alleviate financial pressures on consumers and businesses alike, according to the latest insights from [Lumina Intelligence’s Operator Data Index](https://lumina-intelligence.com/product/operator-data-index/).

Particularly, the quick-service restaurant (QSR) market is poised to outpace its full-service counterparts, with value growth forecasted at +3.3% for 2024F, reaching £17bn. This growth is being driven by the strong performance of branded contemporary fast-food operators, with continued physical and digital expansion from key players including Five Guys, Itsu, and Popeyes underpinning this segment’s success.

Set to grow turnover by +2.9% in 2024F, these leading QSR brands’ innovation focuses on digital engagement and loyalty driven by physical and digital expansion. Strategies like leveraging enhanced loyalty programs and mobile apps to engage consumers and cater to their demand for instant value reflects a broader trend of utilising digital tools to deepen connections with audiences.

“While challenges remain for the hospitality sector, particularly in the restaurant market, the easing of economic pressures and the continued dynamism of the QSR market highlight opportunities for growth and innovation in 2025,” said Maggie Davis, Insight Manager at Lumina Intelligence.

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**The Operator Data Index:**

Lumina Intelligence’s [**Operator Data Index**](https://lumina-intelligence.com/product/operator-data-index/)providescontinuous turnover and outlet data on **400+ UK pub, restaurant, QSR, sandwich and coffee shop operators**, analysing the leading and fastest growing brands through an interactive dashboard, bringing subscribers quarterly market intelligence reports.

**Report methodology**

The [Lumina Intelligence Operator Data Index](https://lumina-intelligence.com/product/operator-data-index/) is a tool that tracks the performance of hospitality operators, providing market rankings based on turnover and outlet numbers, segmented by sub-channels.

Our Operator Data Index includes:

* Comprehensive data on leading UK hospitality operators
* Access market rankings, sales and outlet counts and monthly analysis presentations.

**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.

<https://www.lumina-intelligence.com/>