**A close up of a logo

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**Health and Wellness, Experience and Sustainability: 2024 Megatrends Highlighted by Lumina Intelligence**

Key findings from the recently launched [Lumina Intelligence Menu & Food Trends report 2024](https://store.lumina-intelligence.com/product/menu-food-trends-market-report-2024/) reveal that cost pressures have driven a 5.1% increase in menu prices for chain restaurants and 4.5% for pubs and bars. Operators are responding by introducing premium and sharing dishes, aligning with trends toward elevated classics, aspirational offerings, and globally inspired flavours.

The report highlights several key mega trends:

* Health and Wellness: Minimal processing, nutrient-dense options, and plant-forward dishes dominate menus as consumers increasingly prioritise quality and health.
* Experience-Driven Dining: The rise of "eatertainment" reflects growing consumer demand for immersive culinary experiences, such as interactive marketing campaigns and pop culture-inspired menus.
* Sustainability: With 56% of businesses prioritising sustainable practices, operators are focusing on food waste reduction, local sourcing, and transparency in environmental initiatives.

Pub and restaurant operators are narrowing menu offerings while enhancing the quality of core dishes. From globally inspired burger toppings to vegetable-first plant-based dishes, menus reflect consumer desires for both indulgence and health-conscious options. Trending ingredients like whipped feta, kimchi, and hot honey are now mainstream staples, underscoring a broader shift towards innovative flavours and premium perceptions.

“*The UK eating-out market is projected to grow at a compound annual rate of 2.4% through 2027, reaching an estimated £105.8 billion*,” commented Insight Lead Katie Gallagher. “*We anticipate continued focus on digitalisation, streamlined menus, and sustainable practices as key drivers of success in a competitive landscape.*”

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**About Lumina Intelligence Menu & Food Trends Report 2024**

The [Lumina Intelligence Menu & Food Trends Report 2024](https://store.lumina-intelligence.com/product/menu-food-trends-market-report-2024/) provides a comprehensive overview of menu engineering and pricing trends from across the chain restaurant and pub & bar sector, showing how operators are adapting their menus in the face of headwinds, including price inflation, dish count and product labelling. The report also identifies the mega-trends impacting the UK hospitality sector and the opportunities and challenges that these present, including the attitudes and expectations of consumers.

**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/>