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**KPIs improve led by stronger consumer sentiment**

Latest insights from the [Lumina Intelligence’s Eating and Drinking Out Panel](https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/) reveal market penetration has increased +2.4ppts to 59.9%, led by improvements to consumer confidence. Average frequency increased by +7.1% as consumers enjoyed additional festive socialising out of home.

These festive occasions have driven channel share: pubs & bars and QSR increased theirs by +1.3ppts and +0.9ppts, as consumers prioritised wet-led celebrations and quick snacking (+0.7ppts) at QSR’s on journeys home. Drink grows by +0.4ppts as consumers favour pubs and bars as the location for festive socialising over more luxurious venues.

Of the top ten dishes, ice cream/sorbet has overtaken salad for seventh place in December, showing consumers desire for indulgence during this period. Burgers also saw a strong growth (+1ppts) driven by an increase in pub and bar occasions and inclusion of burgers on festive menu offerings.

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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/>

**About Lumina Intelligence**

[Lumina Intelligence](https://www.lumina-intelligence.com/) 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/>