**A close up of a logo

Description automatically generatedCONTACT INFORMATION:**

**Lumina Intelligence**

**Monica Rico**

**07423555808**

[**monica.ricocastrillo@lumina-intelligence.co.uk**](mailto:monica.ricocastrillo@lumina-intelligence.co.uk)

**06 February 2025**

**Menu counts increase across all channels except pubs & bars**

Lumina Intelligence’s latest The latest market insights from Lumina Intelligence’s [Menu Tracker](https://www.lumina-intelligence.com/product/menu-tracker/) reveal that average menu counts have increased by +3.1% across most channels, with operators introducing a wider variety of offerings to entice consumers. Notably, coffee and sandwich shops and QSR channels have seen the fastest growth in menus, while pubs & bars —despite having the longest menus —have experienced a reduction in item counts s by -2.7%.

Menu inflation (5%) continues to outpace that of food and beverage, with the latter recorded at 2.5%. Specific inflation figures for pubs & bars and restaurants stand at 6.5% and 5.8%, respectively. Operators, grappling with rising costs related to operational and supply expenses, continue to pass these increases onto consumers.

The highest same line increase was observed in mains, with an increase of +4.3% from Q4 2023. Meanwhile, total dish price remains higher than same line dish price, reflecting operators’ strategic shift towards premium offerings at elevated price points. This move is designed to encourage greater spending among consumers, reinforcing the sector’s focus on high-value experiences.

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/>