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**UK Food to Go Market Set to Surpass £24bn in 2025 as Demand for Convenience Drives Growth**

Lumina Intelligence has launched the **UK Food to Go Market Report 2025**, revealing that the sector is forecast to grow **+3.3%** to reach a value of **£24bn** in 2025. This growth is set to outpace the total eating out market and inflation, reinforcing the resilience and dynamism of food to go as a dominant force in the UK’s hospitality sector.

As food to go strengthens its foothold, its share of the total eating out market is expected to climb to **23.6%**, an increase of **+0.6 percentage points from 2019**. Investment from fast food operators, convenience stores, and sandwich and bakery chains has been instrumental in driving growth, capitalising on the UK’s continued demand for high-quality, convenient meal options.

**Affluent Millennials Lead the Charge as Spending Polarises**

The report highlights an emerging polarisation in consumer spending power, with the highest earners driving growth. Food to go penetration growth from **2023-2024** has been dominated by those earning **over £50,000**, with **affluent millennials in management roles in London** leading the charge. A notable factor behind this trend is the continued return to office-based working, which has bolstered weekday food to go occasions, particularly at lunchtime. There are opportunities for operators to increase transaction values through targeting these consumers with elevated propositions.

The **lunchtime day-part has experienced the most notable increase in share of occasions**, rising **+1.0 percentage point to 32.2%**, with **solo missions on Mondays and Wednesdays** proving to be key drivers of this uplift.

**Innovation and Expansion Power Market Leaders**

The UK’s leading food to go players have **expanded market share beyond pre-pandemic levels**, leveraging investment in store layouts, product innovation, and diversified formats. Convenience stores, sandwich & bakery outlets, and coffee shop chains are all projected to **increase their share of the food to go sector between 2019 and 2028**.

The market is also poised for a period of sustained expansion, with total outlet numbers forecast to rise **+1.2% to 155,711 locations**, driven by operators rolling out new store formats in both urban and suburban locations. Aligning product ranges with evolving consumer tastes, including premiumisation and health-conscious offerings, has been a cornerstone of success for these key players.

**Quality and Health Propel Consumer Choices**

A heightened consumer focus on **elevated classics and functional health** presents a lucrative opportunity for food to go operators. Demand for premium sandwiches and functional ingredients - including **lion’s mane mushroom in drinks and meals** - is rising as consumers seek **accessible ways to boost their health**.

Year-on-year, the share of consumers who identify as **very quality-led and very health-conscious** has continued to increase beyond **2022 levels**, indicating a long-term shift in purchasing behaviour.

**Future Outlook: A £26bn Market by 2028**

Looking ahead, easing economic tailwinds and sustained consumer appetite for food to go are expected to drive market value to **£26bn by 2028**. The forecast size of the prize for leading operators from **2025 to 2028** stands at **£2.1bn**, underscoring the potential for brands that invest in their operations and innovation pipelines.

However, in order to fully realise growth opportunities and counterbalance rising costs, operators will need to strategically invest in **technology and automation**, as **service automation success rates remain mixed** across the sector.

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**Report Methodology**

The [Lumina Intelligence Food to Go Market Report 2025](https://store.lumina-intelligence.com/product/uk-food-to-go-market-report-2024/) is the ultimate guide to stay ahead in the fast-paced food to go industry. With a focus on outlook and comprehensive insights into consumer behaviour and preferences, the report provides knowledge on current market size and share, growth drivers and inhibitors in the industry and turnover forecasts to 2028.

The report’s methodology is as follows:

* Consumer eating out behaviour across all UK eating and drinking out channels through the [Lumina Intelligence Eating & Drinking Out Panel](https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/), based on 78,000 interviews each year
* Market sizing data tracking the performance of hospitality and grocery operators, based on turnover and outlet numbers as well as extracts from our [Operator Data Index](https://www.lumina-intelligence.com/product/operator-data-index/) and wider synthesis with total Eating Out market sizing
* Bespoke analysis of new products available at a selection of key food to go player sites, with year-on-year comparisons

**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/>