**A close up of a logo

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**19 January 2024**

**Frequency of Eating Out Rebounds, Highlighted by Lumina Intelligence Research**

Recent findings from Lumina Intelligence’s Eating and Drinking Out Panel reveal a promising uptick in frequency of occasions within the out of home UK market, marking the first growth surge in six months. The data, compiled from comprehensive market research, sheds light on several key factors influencing consumer behaviour in the dining landscape.

One of the primary drivers behind this resurgence is the convergence of multiple favourable economic factors. Falling inflation rates, coupled with an increase in consumer confidence and a reduction in national insurance rates, have collectively spurred consumers to venture out more frequently for dining experiences.

According to the research, visit frequency has experienced a notable year-on-year metric shift, registering a robust increase of +1.5%. Additionally, penetration has seen a modest uptick of +0.5 percentage points.

Interestingly, consumers are demonstrating a preference for dinner outings over lunch occasions. Dinner has witnessed the highest growth in day part share, surging by +1.5 percentage points, while lunch experiences a slight decline of -0.8 percentage points.

Moreover, the surge in dinner occasions has coincided with a decline in drink-only occasions, decreasing by -0.6 percentage points. This shift suggests a trend towards food-based socialising during evening hours, as consumers seek more substantial dining experiences.

The Quick Service Restaurant (QSR) segment has emerged as a notable beneficiary of this trend, experiencing significant channel share growth. Notably, QSR pizza occasions have seen a considerable uptick, driven by consumers capitalising on collection-only deals offered by leading brands such as Domino’s.

"These insights provide a valuable understanding of the evolving preferences and behaviours within the dining landscape," said Insight Manager Sorcha Simons at Lumina Intelligence. "As economic conditions continue to stabilise, we anticipate further shifts in consumer dining habits, presenting both challenges and opportunities for industry stakeholders."

The Lumina Intelligence research underscores the dynamic nature of the foodservice industry and highlights the resilience of consumer spending in the face of changing economic conditions. For restaurateurs and industry players, staying abreast of these evolving trends is crucial for adapting strategies and capturing emerging opportunities in the market.

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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/>