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**UK Restaurant Market Thrives Amidst Economic Challenges: Valued at £18.7bn in 2024**

According to the latest insights from [Lumina Intelligence's Operator Data Index](https://www.lumina-intelligence.com/product/operator-data-index/), the UK restaurant market is expected to continue to exhibit resilience in 2024, reaching a valuation of £18.7 billion. Despite economic challenges marked by high inflation, the industry is forecast to experience a commendable growth rate of +2.2% during the same period.

The report highlights that the overall eating out market is expected to achieve a slightly higher growth rate of +2.6%, indicating that restaurant closures and restricted consumer spending have posed challenges for further market expansion.

Lumina anticipates that the branded restaurant segment will achieve robust turnover growth of +4.4% in 2024. The market has witnessed a distinct polarization, with premium brands such as Dishoom, The Ivy, and Miller & Carter thriving while mid-market brands struggle to recover to pre-covid levels due to site closures. The shifting preferences of consumers are notably favouring fast-growing brands like Flat Iron and Rudy’s Pizza, which offer high-quality experiences at accessible price points.

Branded restaurant outlet growth is expected to stabilise following a prolonged period of strategic estate rationalisation in an effort to boost profitability. As restructuring activity slows down in 2024, leading brands are forecast to see flat outlet growth of +0.4%.

Insight manager Maggie Davis elaborated on this by adding: “the sector is moving towards consolidation, with companies optimising operations and scaling up through strategic restructuring and acquisitions to boost financial outcomes and alleviate debt.”

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**Lumina Intelligence’s Operator Data Index:**

The [Lumina Intelligence Operator Data Index](https://www.lumina-intelligence.com/product/operator-data-index/) is a solution that provides businesses with access to comprehensive insight, data, concepts, and innovation on the UK’s branded hospitality sector.  Throughout the year, our ODI members receive four market insight reports covering the depth of the UK eating out market.

Its objectives are:

To provide an overview of foodservice market channels and leading players operating in these by turnover and outlets with two years growth comparisons including:

* Channel overview by turnover and outlets
* Top 10 rankings by outlets and turnover in each channel
* Top 10 growth brands by outlets and turnover in each channel
* Recent news and initiatives by channel

**Methodology:**

* Data from Lumina Intelligence Foodservice Market Universe – which tracks outlet numbers and annualised turnover figures for over 300 foodservice brands with a presence in the UK – was used to produce the following analysis.
* Brands are defined as having 5 or more sites with consistent branding and/or menus across estate.

**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/>