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**Economic Improvements Drive Growth in Coffee Shop Market, Lumina Intelligence Reveals**

Recent data from the [Lumina Intelligence Eating and Drinking Out Panel](https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/) indicates that economic improvements are positively impacting the coffee shop sector. These insights highlight key market trends driven by eased cost of living pressures and increased consumer confidence.

The latest market insights reveal a significant uptick in market penetration, increasing by 4.6% to 59.0% for the total market. This growth is attributed to a year-on-year decline in inflation and rising consumer confidence. High interest rates have kept the frequency of visits stable at 1.4, as consumers continue to be selective with their spending.

The increase in market penetration has led to a notable rise in drink-only occasions, which have grown by 1.3%. This trend reflects the growing number of consumers seeking necessity-driven visits. Coffee and sandwich shops have benefitted the most, with their share increasing by 2.2%, indicating the preference for drink-only occasions within this channel.

In contrast, pubs and bars have experienced a decline, with their share dropping by 1.0%. This downturn is linked to a reduction in dinner occasions (-0.5 %) and adverse weather conditions, which have deterred consumers from visiting beer gardens and terraces. Traditional pub fare such as chips, wedges, fries, burgers, and pizza has lost share, while cake has gained 2.0% in popularity, driven by the coffee shop trend.

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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/>