**A close up of a logo

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**8th August 2024**

**Budgetary Mindset Restricts Frequency of Eating Out Occasions**

Latest data from Lumina Intelligence's [Eating and Drinking Out Panel](https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/) reveals significant trends and insights within the UK's eating out market. The data shows that while participation in eating out has increased slightly year-on-year, the frequency of these occasions remains restricted by a budgetary mindset among consumers.

Participation in the eating out market has grown by +0.8 percentage points (ppts) year-on-year, now standing at 58.3%. This increase is attributed to inflation returning to more normal levels, giving consumers confidence to return to their routines. Despite the rise in participation, consumers are still mindful of their finances, which has kept frequency restricted. Operators face a competitive environment, vying for the limited 1-2 weekly eating out occasions.

Brunch and snack occasions have shown the highest growth, with increases of +1.2ppts and +1.1ppts respectively. Snack occasions are driven by an uptick in weekday necessity visits and an increase in commuting.

The UEFA European Championship (Euro) has led to a surge in quick service restaurant (QSR) visits (+1.6ppts) and delivery occasions (+1.2ppts). Operators have an opportunity to leverage seasonal and special events through targeted messaging and promotions to increase these occasions.

Operators in the eating out market must adapt to these evolving consumer behaviours. With the budgetary mindset limiting the frequency of dining out, creating compelling and competitive offerings for the 1-2 weekly occasions is crucial. The growth in snack occasions presents a valuable opportunity to attract the commuter segment, and capitalising on events like the Euro can drive significant upticks in QSR and delivery services.

ENDS

**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/>