**CONTACT INFORMATION:**

**Lumina Intelligence**

**Monica Rico**

**07423555808**

**monica.ricocastrillo@lumina-intelligence.co.uk**

**15th August 2024**

**Menu prices increase +4.5% year-on-year across the foodservice industry, with Pubs & Bars leading the charge.**

The latest insight from the [Lumina Intelligence Menu Tracker](https://www.lumina-intelligence.com/product/menu-tracker/) reveals a +4.5% increase in food menu prices across the UK year-on-year, as operators adjust to changing market conditions. Pubs and bars have led the way, with average menu prices rising by +5.5% compared to Q2 2023, driven by a combination of price increases on existing dishes and the introduction of new, higher-priced items.

As consumers continue to seek out more premium dining experiences, operators are responding by incorporating premium ingredients into their offerings. This trend is particularly evident in new dishes, which are being priced notably higher than existing menu items across all channels, averaging £8.77 compared to £7.34 for legacy offerings. This strategic move not only enhances the perceived value of the menu but also increases average transaction values.

Suppliers in the foodservice industry stand to benefit from this shift by emphasising the quality and provenance of premium ingredients. As operators strive to meet the demands of an increasingly aspirational consumer base, there is a clear opportunity for suppliers to position their premium products as essential components of the modern menu.

While many channels are narrowing their menu selections, there is a simultaneous effort to broaden the range of offer. The pub and bar sector has seen a reduction in menu counts year-on-year, reflecting a focus on streamlining operations while enhancing quality. However, quick service restaurant (QSR) operators are bucking this trend, adding an average of 10 new items to their menus, underscoring the dynamic nature of the QSR segment.

Despite the overall trend of menu reduction, operators across all channels are expanding their variety of dishes and drinks, aligning with the preferences of a more aspirational and diverse consumer base. The coffee and sandwich shop segment, which currently boasts the lowest prices in the market, has experienced the least inflation year-on-year, suggesting a potential area for growth through the introduction of more premium ingredients.

ENDS

**About Menu Tracker:**

[Lumina Intelligence’s Menu Tracker](https://www.lumina-intelligence.com/product/menu-tracker/) enables you to track, compare & analyse the pricing & menu composition of 80 major UK pub, restaurant, QSR, sandwich, and coffee shop operators. Updated monthly, the tool allows for in-depth analysis of:

* Brand menus
* Menu price inflation
* Dietary requirements
* NPD
* Ingredients

The methodology for these insights was the following:

* Data from Lumina Intelligence’s Menu Tracker Tool has been used to produce the analysis.
* Lumina Intelligence Menu Tracker Tool holds food and drink menu data, updated monthly, from the top branded chains by outlets across restaurants, pubs & bars, QSR and coffee & sandwich shops.
* One site from each brand is used to collect menu data, a site in the Midlands in a suburban area has been selected. For brands that are regional, a site with a comparable population density as close to the Midlands as possible has been selected.
* Same-line dishes are dishes that have the same name and description period-on-period.
* The data above is aggregated on an individual dish level and removes certain categories such as hampers, gift boxes and multipacks, all pricing data is sense checked. As a result, this summary features numbers that may vary from the data in Lumina Intelligence’s digital tool.

**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/>