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**UK OOH Market Sees Highest Participation Since Pandemic**

New data from the [Lumina Intelligence Eating and Drinking Out Panel](https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/) reveals that the UK’s out-of-home (OOH) market has reached its highest level of participation since the pandemic. In August, penetration increased by 4.6 percentage points year-on-year to 59.5%. This growth is attributed to improving economic conditions, better weather, and the absence of rail strikes, all of which have encouraged more frequent visits. Although average spending per trip remains below inflation, this is due to a shift in consumer preferences towards lower-cost meal occasions, which has contributed to the sector’s recovery.

Consumers are favouring breakfast and lunch over dinner, with fewer evening occasions centred on family or treat-led dining. Instead, there has been a rise in low-tempo occasions such as winding down or taking a break from work or study. This shift reflects a growing preference for more affordable and relaxed meals during the day, which is impacting the overall dynamics of the OOH market.

Restaurants have seen a 0.9 percentage point increase in their share of occasions, bringing them to 14.1%, equal to that of pubs and bars. This growth has been driven in part by families dining out at lunchtime, especially during the school holidays, with pizza proving popular. There is also a wider trend of consumers seeking venues that offer healthy food and quality ingredients, as these factors become more important with easing cost-of-living concerns.

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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/>