

June 2024

Lumina Intelligence UK Eating Out Market Brochure 2024



Report Introduction

The UK eating out market is expected to grow +2.8% to a value of £99.4bn in 2024F, outpacing its pre-pandemic value by +8.2%. The market is expected to grow ahead of inflation, indicating growth from stronger volumes following the impact of economic fallout from 2022-2023.

The annually published UK Eating Out Report remains the trusted source of insight for leading manufacturers and operators in the UK.

This definitive report quantifies the size and growth of the channel and market forecasts out to 2026, with a detailed look at growth drivers and potential inhibitors.

Featuring detailed insights into the competitive landscape of the eating out market and comprehensive analysis of market and consumer trends impacting the industry, the Lumina Intelligence Eating Out Market Report 2024 is the reliable source of intelligence on this complex sector.



Source: Lumina Intelligence, June 2024

How to use this report



Report section:	Market Insight	Competitive Landscape	Consumer Insight	Future Outlook
Relevant teams	Commercial, finance, data and insight, holding company, board	Commercial, finance, data and insight, holding company, board	Brand, creative, data and insight and marketing	Commercial, finance, data and insight, holding company, board
Operator Questions answered	What does the market look like and how will changes impact my business case and forecast? What are possible gaps that can be capitalised on?	What can we learn from how brands and operators are innovating? How are our business efforts impacting our market share?	How are consumers interacting with the eating out market? What are their motivations? What are the opportunities to be exploited?	How will the market change across the next three years and what are the threats and opportunities?
Supplier/ Wholesale Questions answered	What does the market look like and how will changes impact my customers? What factors will need to be priorities for supporting customers?	Who are the winners and potential customers in the market?	How are operators having to adapt to deliver against changing consumer needs? What can we do to support our customers?	How will the market change across the next three years and what are the threats and opportunities?
Investor Questions answered	What is the landscape and the opportunity for growth in the market?	Who are the key players in the market and how are they performing?	What are key consumer behaviours and considerations that a prospect needs to be prioritising?	How will the market change across the next three years and what are the threats and opportunities?

Source: Lumina Intelligence, June 2024

Sample Slides





Total (mm) Rainfall with % of long-term average, May 2023-April 2024

Higher than average rainfall in the last 12 months dampens consumer footfall

Rainfall in England has averaged 140% of the long-term average in the last 12 months to April 2024. Wetter than average weather is expected to have dampened consumer footfall, especially for pubs and bars.

England Rainfall
(mm):

1,151

140%

of the long-term
average



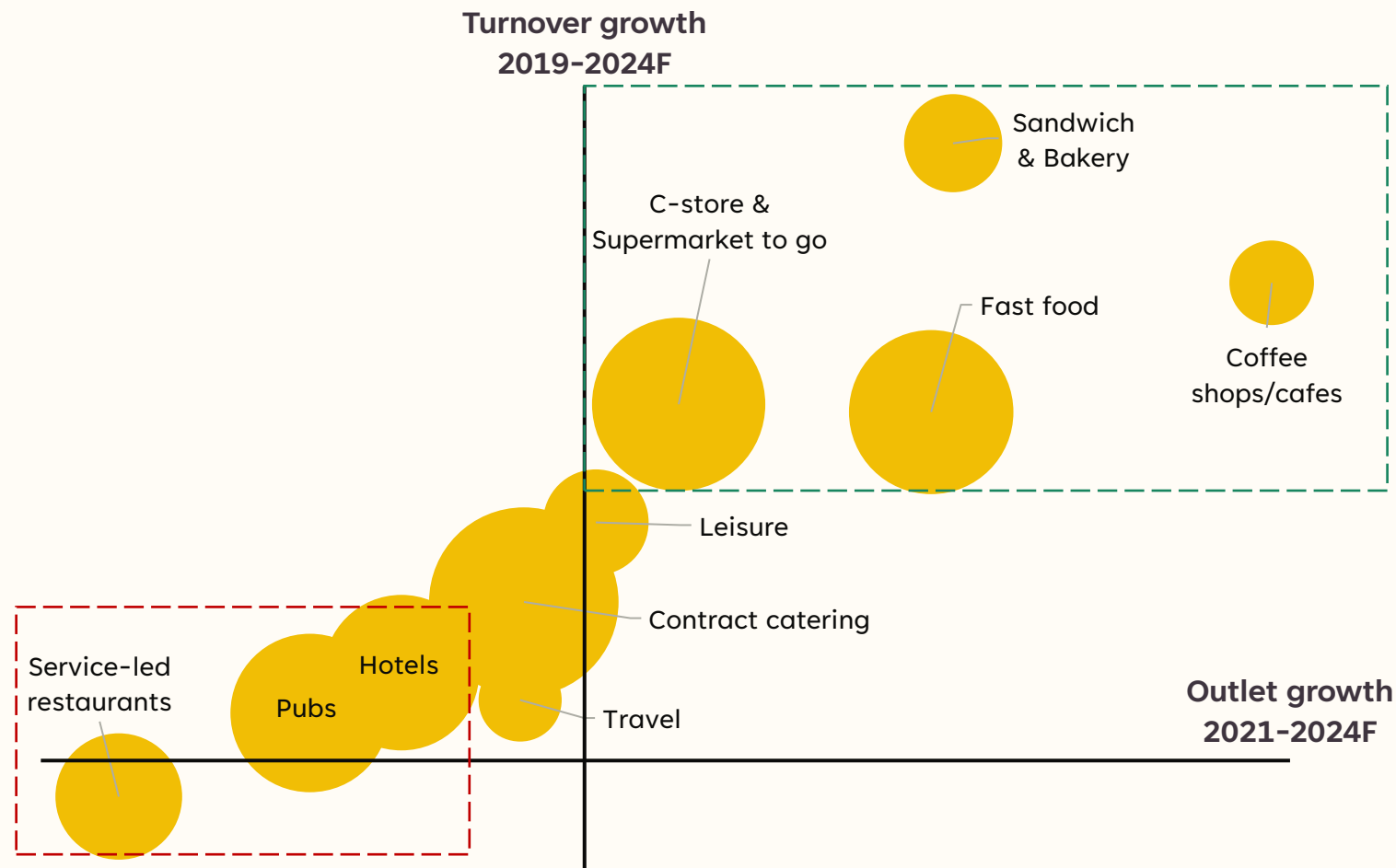
Source: ONS Environment Agency, 2024



Eating out market channel performance by turnover and outlet growth

Food to go-led channels are driving growth

Sandwich & bakery, coffee shops/cafés, fast food and convenience and supermarket to go channels are leading growth in the eating out market. The service-led restaurant channel remains behind its pre-covid value, impacted by steep outlet declines and higher exposure to the impact of increased business rates, food and drink inflation and more stringent consumer spending.

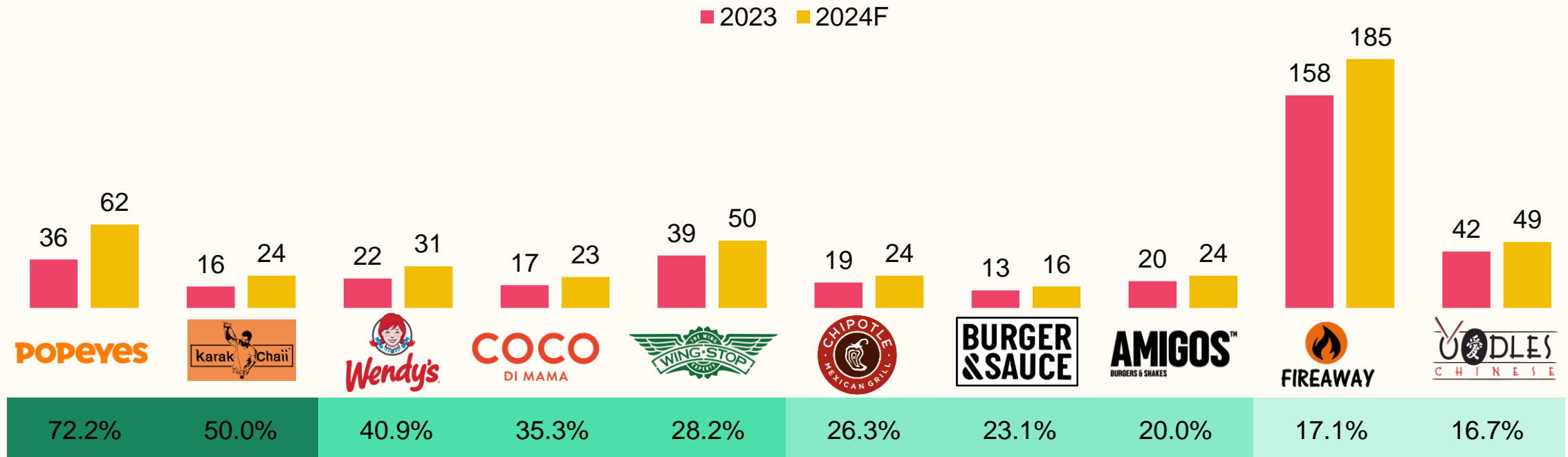


Source: Lumina Intelligence Market Sizing Insight & Analysis, May 2024,
Note: Bubble size relates to size of channel from total outlets at 2024F

Top 10 QSR brands by outlet growth

Contemporary brands are leading growth in the QSR segment by offering consumers high-quality, differentiated alternatives to traditional players. US chain Popeyes plans to double its estate in 2024 through a range of formats including the brand's first travel hub in Waterloo station. Wendy's also targets on-the-go consumers by expanding its drive-thru locations, aiming for half of its estate to comprise of this format.

Top 10 QSR brands by net outlet growth, with percentage growth, Dec-23-Dec-24F



Source: Lumina Intelligence Operator Data Index, April 2024



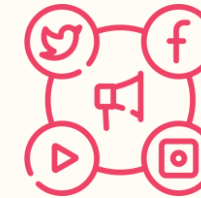
Key Trends & Growth Drivers

QSR trends & growth drivers

Branded restaurants' strategic developments are increasingly focused on diversification and innovative marketing strategies to drive growth and boost consumer engagement. Health-led menu innovation and cross brand partnerships are features of developments aimed at maintaining relevancy and growing awareness.



**Health
Conscious**



**Innovative
Marketing**



**Diversifying
Formats**



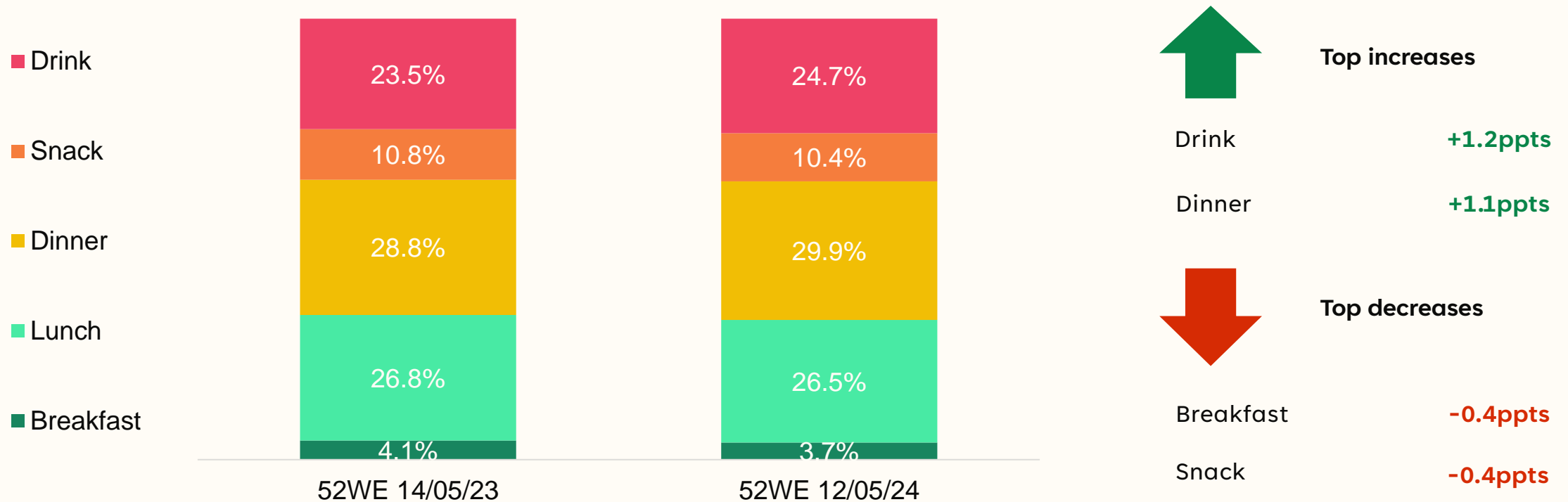
**Strategic
Partnerships**

Source: Lumina Intelligence, June 2024

Drink occasions grow due to consumers on the go

Drink only occasions have increased amidst a strong performance in the food to go sector. More consumers in the market and reduced rail strike action has prompted greater evening engagement in the market, driving an uptick of dinner occasions.

Day-part split of total market occasions ³



Source: Lumina Intelligence Eating and Drinking Out Panel, data collected 52WE 14.05.2023 and 52WE 12.05.2024

³=Qn31, n=41,263 / 43,818

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Source: Lumina Intelligence, June 2024

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Source: Lumina Intelligence, June 2024

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Source: Lumina Intelligence, June 2024

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Source: Lumina Intelligence, June 2024

Methodology



Eating & Drinking Out Panel

Lumina Intelligence's UK Eating & Drinking Out Panel tracks the behaviour of 1,500 nationally-representative consumers each week, building up to a sample of 78,000 every year, across all eating out channels and day-parts (including snacking)

2020-2024

Source: Lumina Intelligence, June 2024

Market Sizing & Operator Data Index

Market sizing data tracking the performance of hospitality and grocery operators, based on turnover and outlet numbers

Extracts from Operator Data Index and wider synthesis with total Eating Out market sizing

Lumina Intelligence Operator Data Index tracks and forecasts outlet and turnover information for over 400 brands across the eating out market

2018-2027F

Secondary external sources

Lumina Intelligence also uses external sources including desk research, GFK Consumer Confidence Index and EY Item Club economic indicators

Report Details



Format

Electronic PDF

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£3250

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Access

Corporate Access

**To learn more about how Lumina Intelligence can support you,
please get in touch using the contact details provided below.**

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