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GREAT BRITAIN

Hungry for change?:

Great Britain dining out 2025 report

Are rising costs reshaping Britain's dining habits?

/Research Reality

Contents

Foreword

"As Brits navigate 2025's economic climate, dining out remains a fixture of everyday life — but one under pressure. Six in ten consumers say they are eating out at least once a month, yet nearly 38% of diners say they are doing so less than they did a year ago, citing rising costs. This represents an opportunity for more economic dining options — 59% of Brits who have altered their dinining preferences say they are opting for cheaper restaurants.

This report explores how Brits are approaching dining out in 2025: how often they go, what kinds of restaurants they visit, how they're adjusting their behaviour to manage costs, and what incentives could entice them back to restaurants more often."

Sarika Rana
Director – Consumer research, YouGov

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Report takeaways

Diners are dining out less frequently

38% of British diners say they are eating out less frequently than they used to a year ago. Of these, 63% cite a perceived rise in expensiveness as a reason for them visiting restaurants less often.

Appetite for cheaper alternatives

About half of British diners say they have altered their dining preferences with a view to saving money. Of these, 59% say they are choosing cheaper restaurants, while 52% say they order fewer items.

Discount delights

Most British diners agree that discounts in one form or another can incentivize them to visit restaurants more often. Buy One, Get One offers can be especially attractive. But how should restaurants communicate their offers to potential diners?

Powered by the YouGov panel

The insights in this report are fuelled by YouGov's consumer research panel, which has 30 million registered members from 55+ markets.

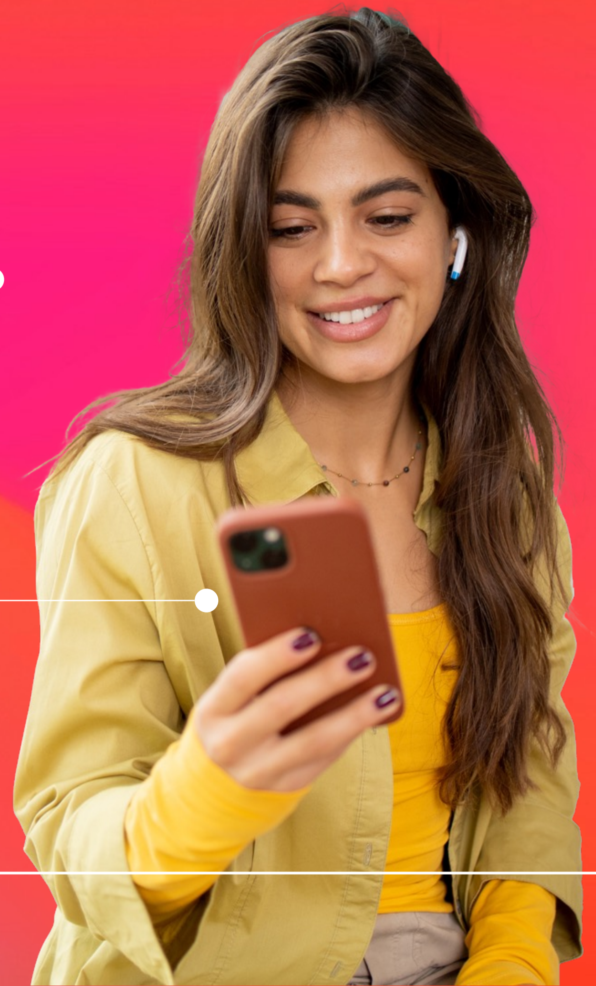
Every day, our members trust us with their data and opinions – enabling us to gain insights into behaviours and attitudes from people of all ages, backgrounds and beliefs.

Inclusion is essential for our members, our clients, and our mission. We invest millions each year to ensure we can create truly nationally representative online samples and access hard-to-reach groups.

The Pew Research Centre concluded that YouGov "consistently outperformed" other online competitor samples for accuracy.

30m
registered panel members

55+
markets



Britain's appetite for dining out

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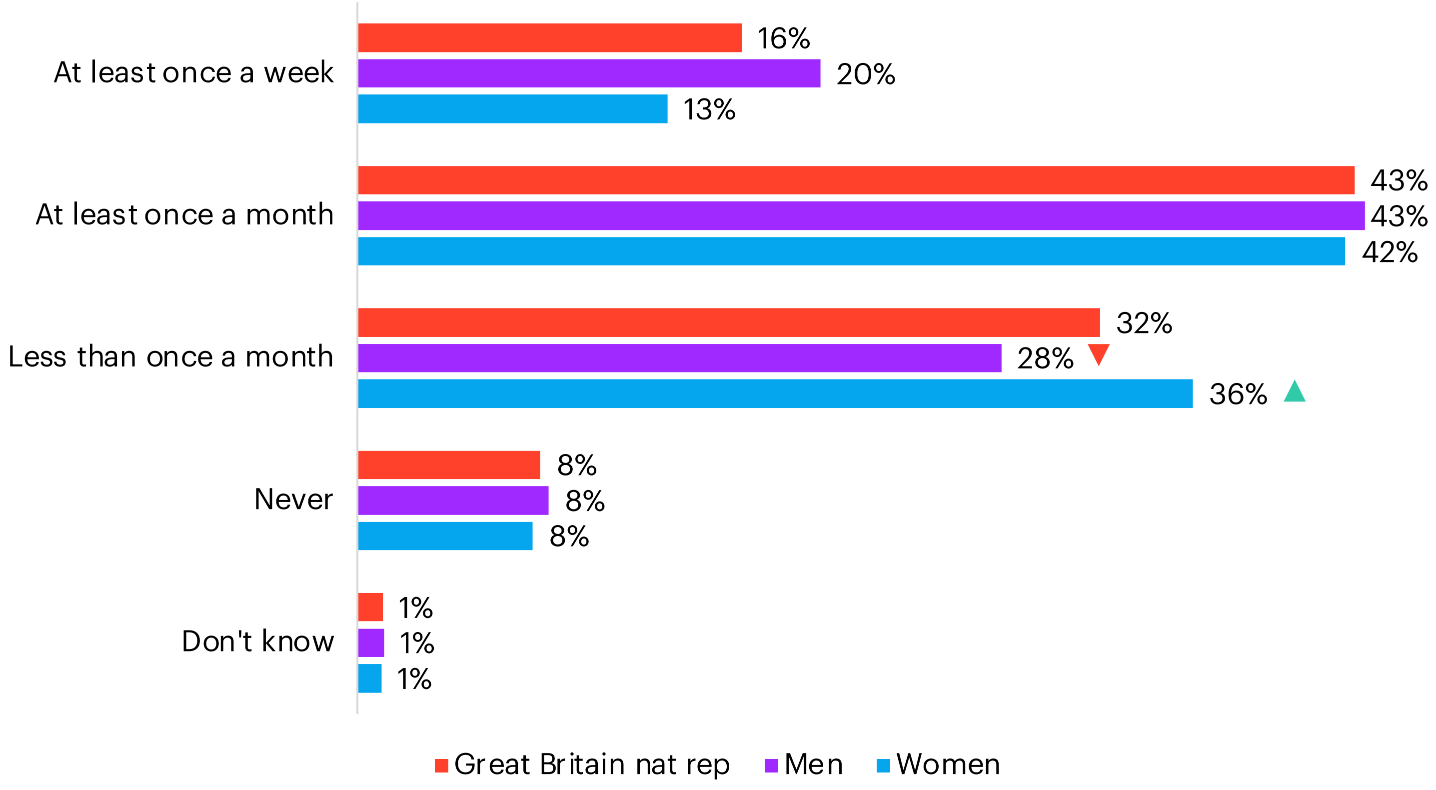
1 in 6 Brits dine out at least once per week

16% of **Brits** dine out once a week, this increases to **20%** among **men**.

Over **2 in 5** dine out at least once per month, while **less than a tenth** say they never eat out.

Get in touch for more data

How often, if ever, do you eat out at restaurants (including cafés, pubs serving food, and fast-food joints)?



YouGov Surveys, August 11 – September 2, 2025. Great Britain nat rep n> 2,000; Men n> 950; Women n> 1,000
▲/▼: indicates statistically significant difference compared to Great Britain nat rep.

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38% of British diners eat out less frequently now

Among lower income diners, this share rises to 46%. Over a third of middle income diners (36%) and about three in ten higher income diners (29%) report eating out less frequently now than they did a year ago.

For restaurants this could mean that prioritising value-driven offers could yield rewards.

Get in touch for more data

Has your frequency of dining out changed compared to 12 months ago?

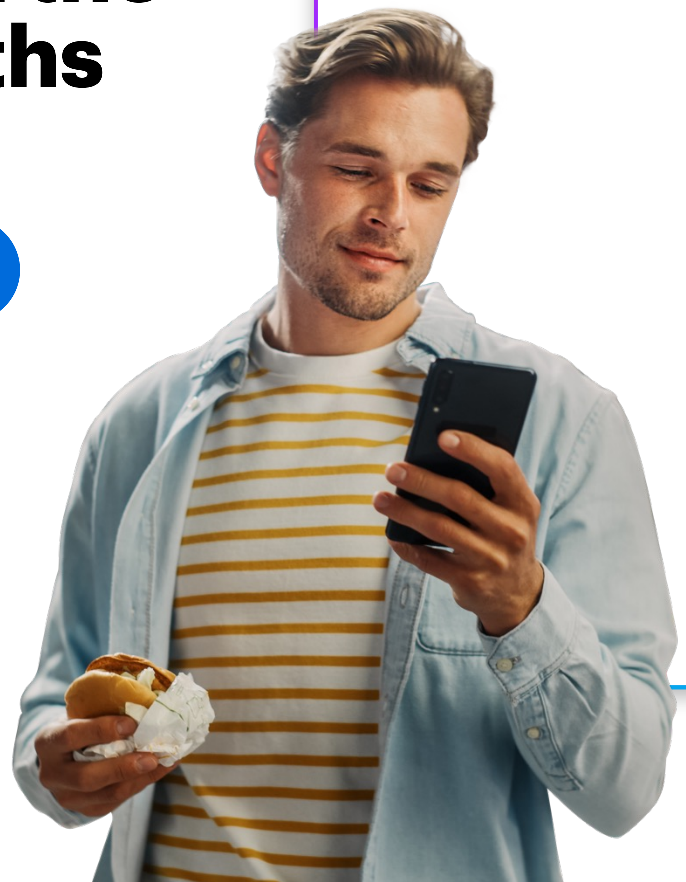
	I eat out more now	I eat out about the same	I eat out less now	Don't know
British diners	**6%**	**53%**	**38%**	**3%**
Lower income diners (< 75% of median income)	4%	46% ▼	46% ▲	4%
Middle income diners (75-200% of median income)	5%	57%	36%	2% ▼
Higher income diners (> 200% of median income)	9%	60% ▲	29% ▼	2%

YouGov Surveys, August 11 – September 2, 2025.
British diners n> 1,800; Lower income diners n> 350; Middle income diners n> 600; Higher income diners n> 400.
▲/▼: indicates statistically significant difference compared to British diners.

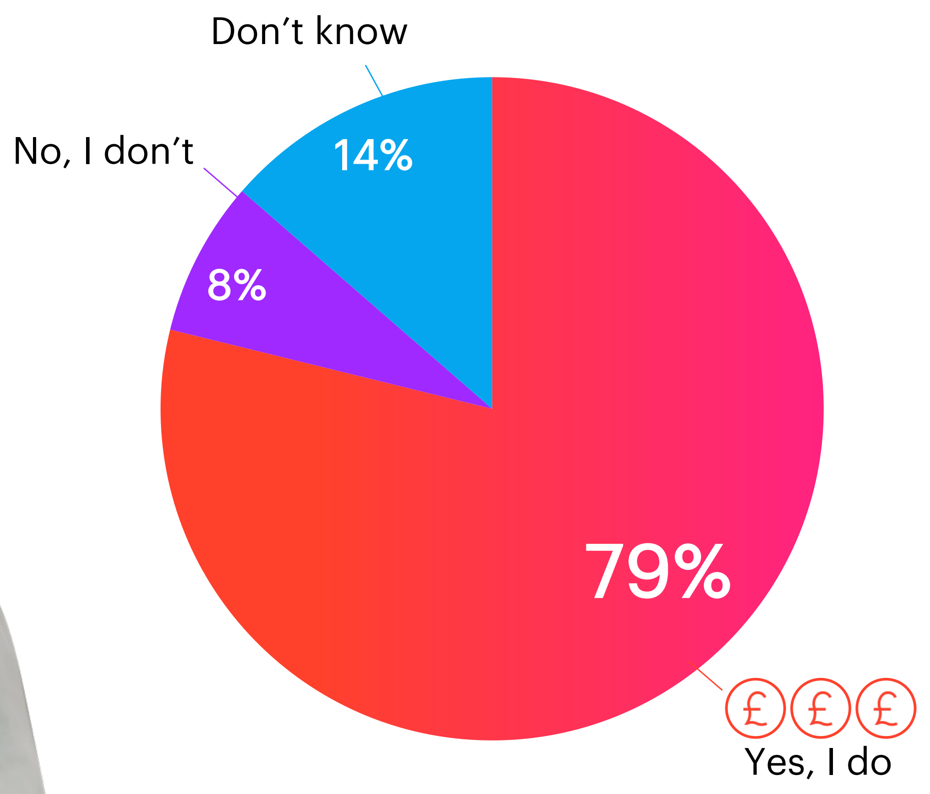
Are British diners feeling the pinch?

~8 in 10 British diners feel restaurant prices have risen in the past 12 months

Get in touch for more data



Do you think restaurant prices have increased noticeably in your area in the past 12 months? (% of British diners)?



YouGov Surveys, August 11 – September 2, 2025.
British diners n> 1,800.

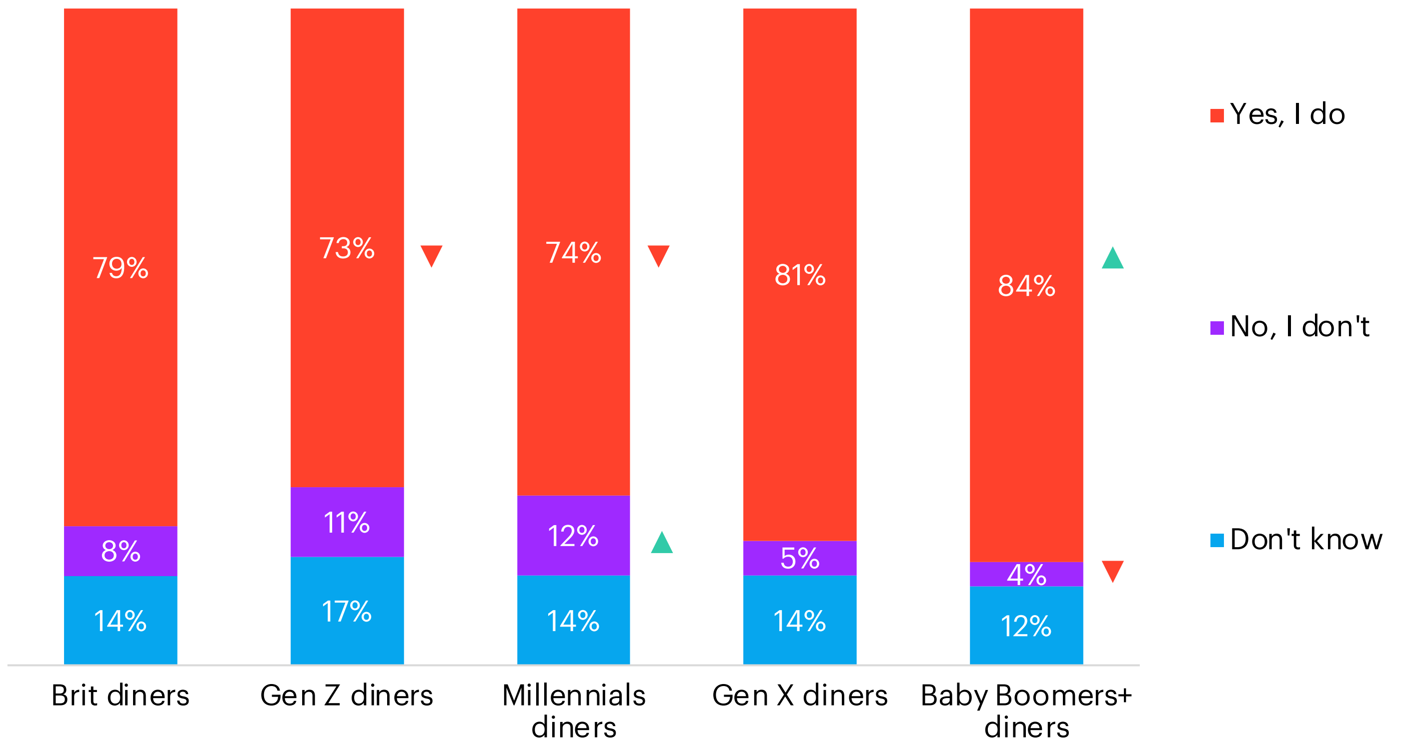
Baby Boomers+ lead the national view that restaurant prices have increased noticeably

This sentiment is somewhat less common among younger diners.

12% of Millennial diners think prices have not increased (compared to 8% of all British diners)

Get in touch for more data

Do you think restaurant prices have increased noticeably in your area in the past 12 months? (% of British diners)?



YouGov Surveys, August 11 – September 2, 2025. Top 5 options shown
British diners n> 1,800; Gen Z diners n> 250; Millennial diners n> 500; Gen X diners n> 400; Baby Boomers+ diners n> 550.
▲/▼: indicates statistically significant difference compared to British diners.

6 in 10 British diners who eat out less frequently cite increasing prices

A similar proportion cite increased cost of living as a factor.

Almost half say they are trying to save money.

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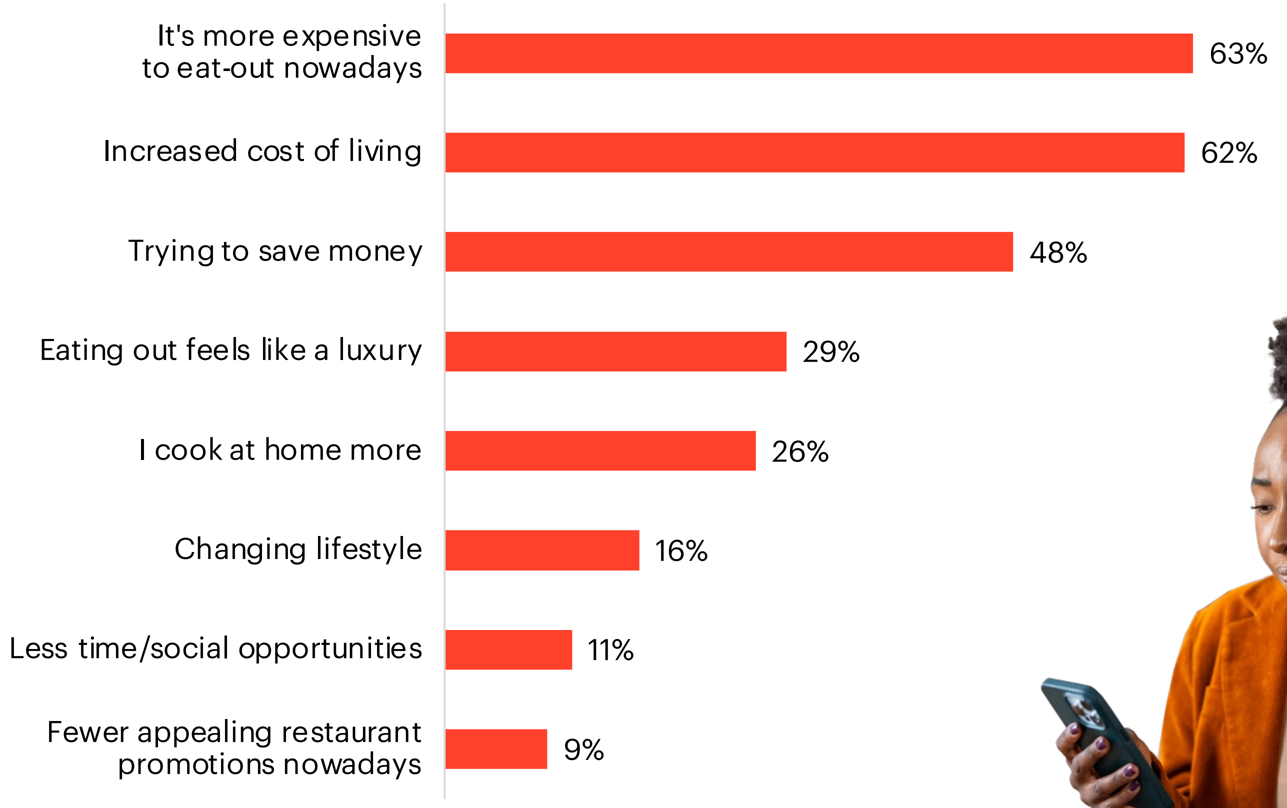
Which, if any, of the following are reasons for you dining out less now than 12 months ago? (% of British diners who dine out less frequently)



YouGov Surveys, August 11 – September 2, 2025.
British diners who dine out less frequently n> 650.
Top 8 options shown.

Nearly half of British diners feel restaurant prices are not fair

While nearly half of higher income diners feel that prices are fair, this drops to 35% among their lower income counterparts.

Three in ten British diners overall feel that prices today are too expensive relative to quality.

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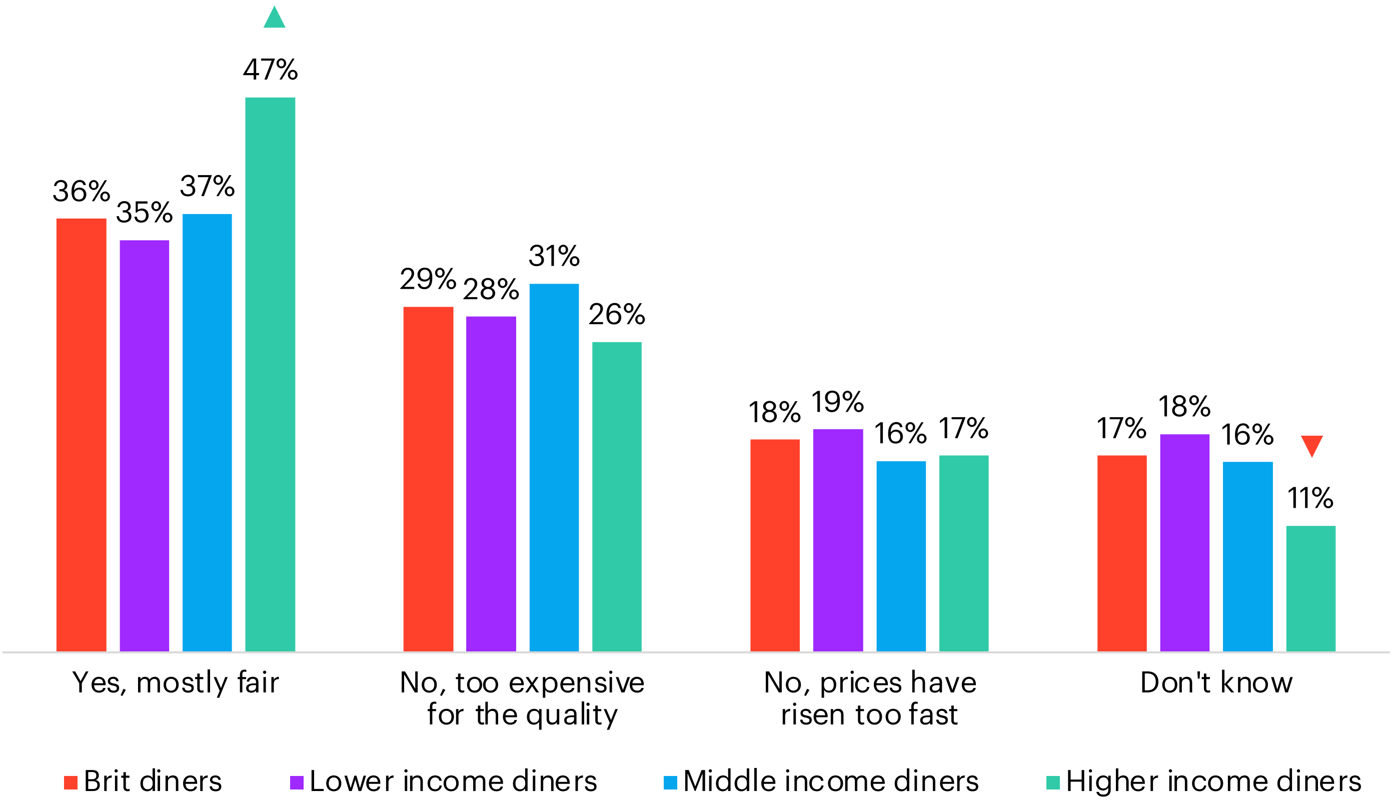
Do you feel restaurants are fairly pricing their meals given current inflation and labour costs? (% of British diners)



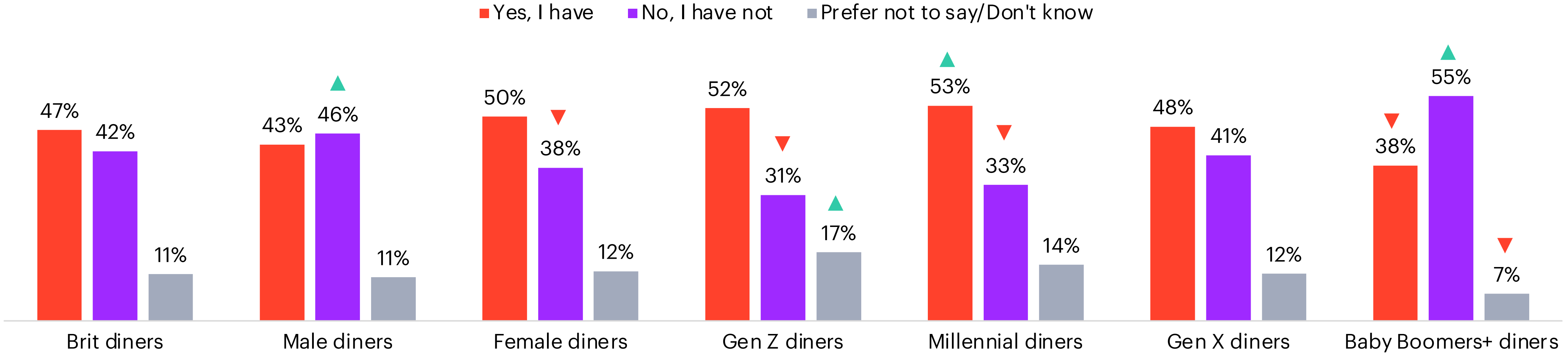
YouGov Surveys, August 11 – September 2, 2025.
British diners n> 1,800; Lower income diners n> 350; Middle income diners n> 600; Higher income diners n> 400.
▲/▼: indicates statistically significant difference compared to British diners.

Rising prices, shifting plates?

Almost half of British diners indicate they have altered their dining preferences to cut expenses

Baby Boomers+ diners are markedly likelier than the total dining population to say they have not changed their preferences (55% vs 42%). This is true to a lesser extent of male diners too (46% vs 42%).

When you eat out, have you changed your preferences at all to spend less money? (% of British diners)



YouGov Surveys, August 11 – September 2, 2025.
British diners n> 1,800; Male diners n> 850; Female diners n> 900; Gen Z diners n> 250; Millennial diners n> 500; Gen X diners n> 400; Baby Boomers+ diners n> 550.
▲/▼: indicates statistically significant difference compared to British diners.

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A switch to cheaper restaurants on the menu?

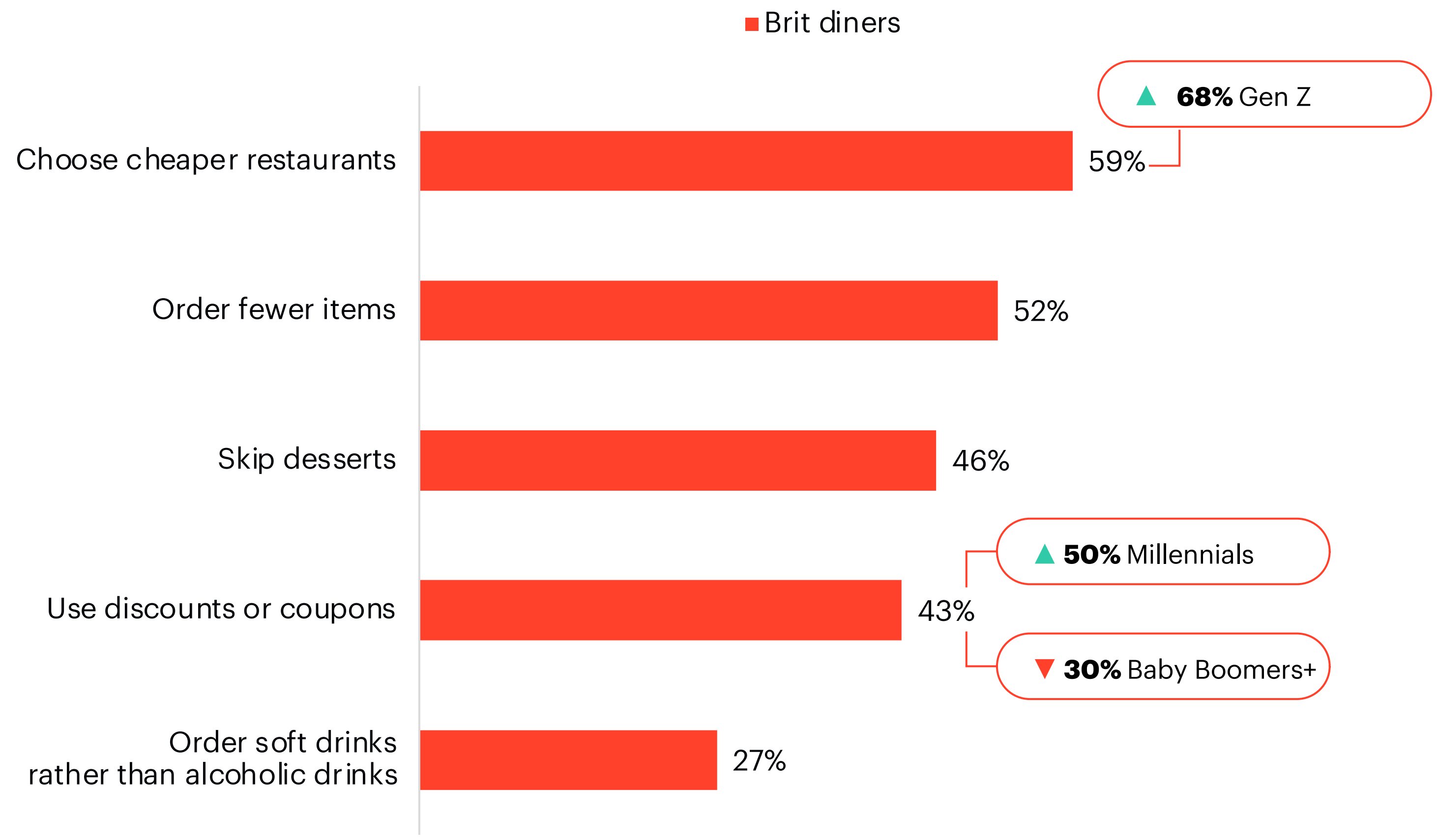
Among diners who are altering their preferences to cut costs, choosing cheaper restaurants is the most prevalent option (**59%**). This rises to 68% among Gen Z diners.

More than half of all diners simply order fewer items (**52%**).

Millennials are especially likely to use discounts (50%), but the least likely to forgo desserts to save costs (40%).

Get in touch for more data

How have you changed your preferences when you eat out to spend less money? (% of British diners who have altered their dining preferences)



YouGov Surveys, August 11 – September 2, 2025. Top 5 options shown
British diners n> 850; Gen Z diners n> 100; Millennial diners n> 250; Gen X diners n> 200; Baby Boomers+ diners n> 200.
▲/▼: indicates statistically significant difference compared to British diners.

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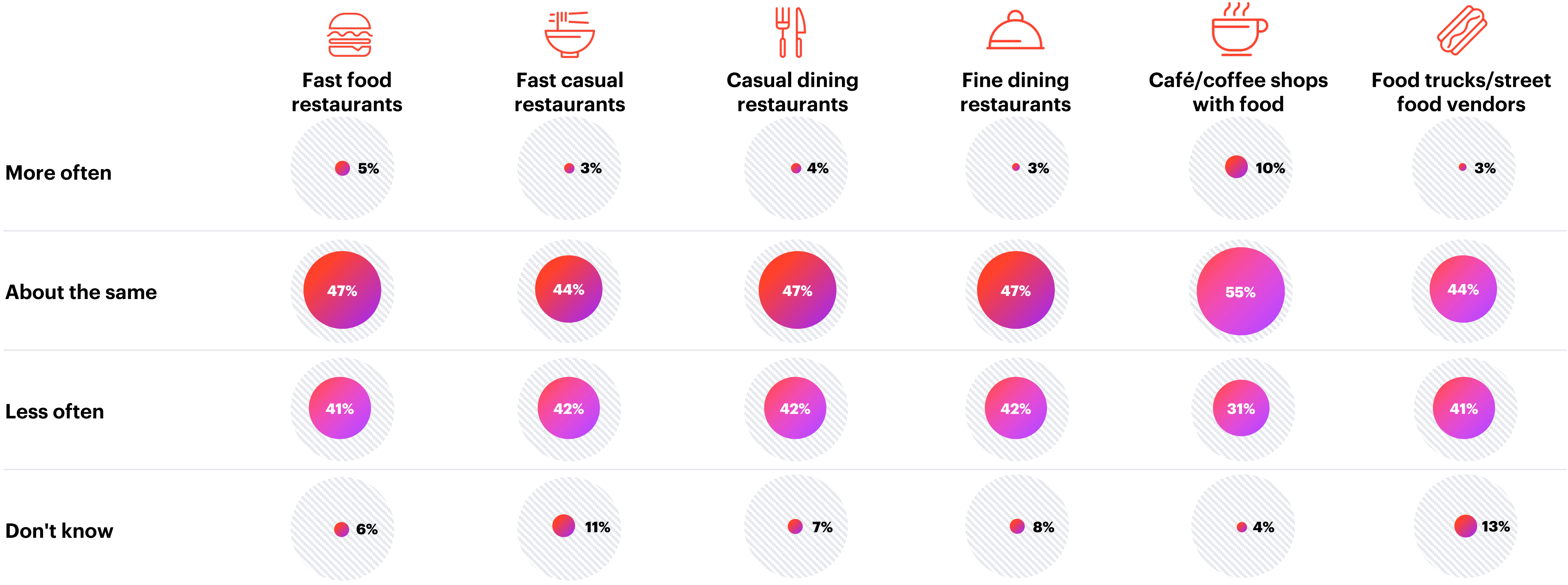
Dining frequency has declined across restaurant types

Impact on dining frequency at cafes/coffee shops has been relatively muted, with only 31% of diners saying they dine out less often at these establishments

Compared to 12 months ago, how often do you eat out at the following types of restaurants? (% of British diners)



YouGov Surveys, August 11 – September 2, 2025.
British diners n> 1,800.

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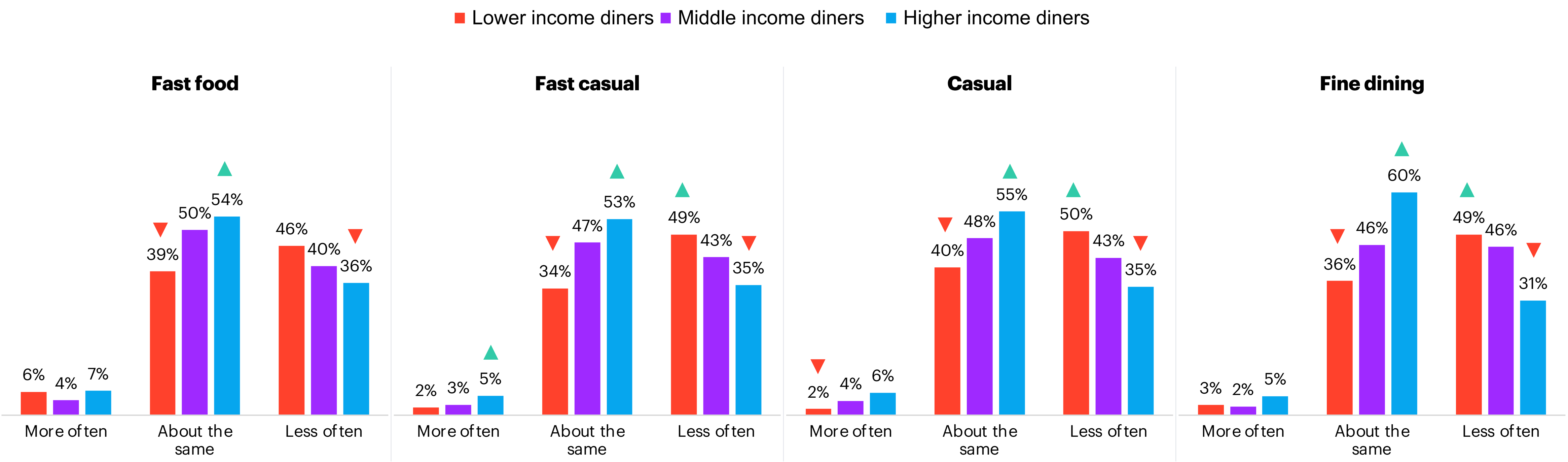
How income impacts Britain’s appetite for dining out

Almost half of lower income diners said they eat out less at fast casual, casual or fine dining restaurant compared to 12 months ago.

Compared to 12 months ago, how often do you eat out at the following types of restaurants? (% of British diners)



YouGov Surveys, August 11 – September 2, 2025.
Lower income diners n> 350; Middle income diners n> 600; Higher income diners n> 400.
▲/▼: indicates statistically significant difference compared to British diners.
“Don’t know” responses not shown.

Get in touch

Attracting British diners in 2025

YouGov

Discounts and BOGOF have strong appeal

~6 in 10 British diners cite discounts (59%) as a potential incentive to make them visit restaurants more frequently. BOGO (49%) also has strong appeal.

Almost a quarter of consumers also see value in loyalty points (24%) and free appetisers or desserts (23%).

Which THREE, if any, of the following incentives would most encourage you to eat out more often? (% of British diners)

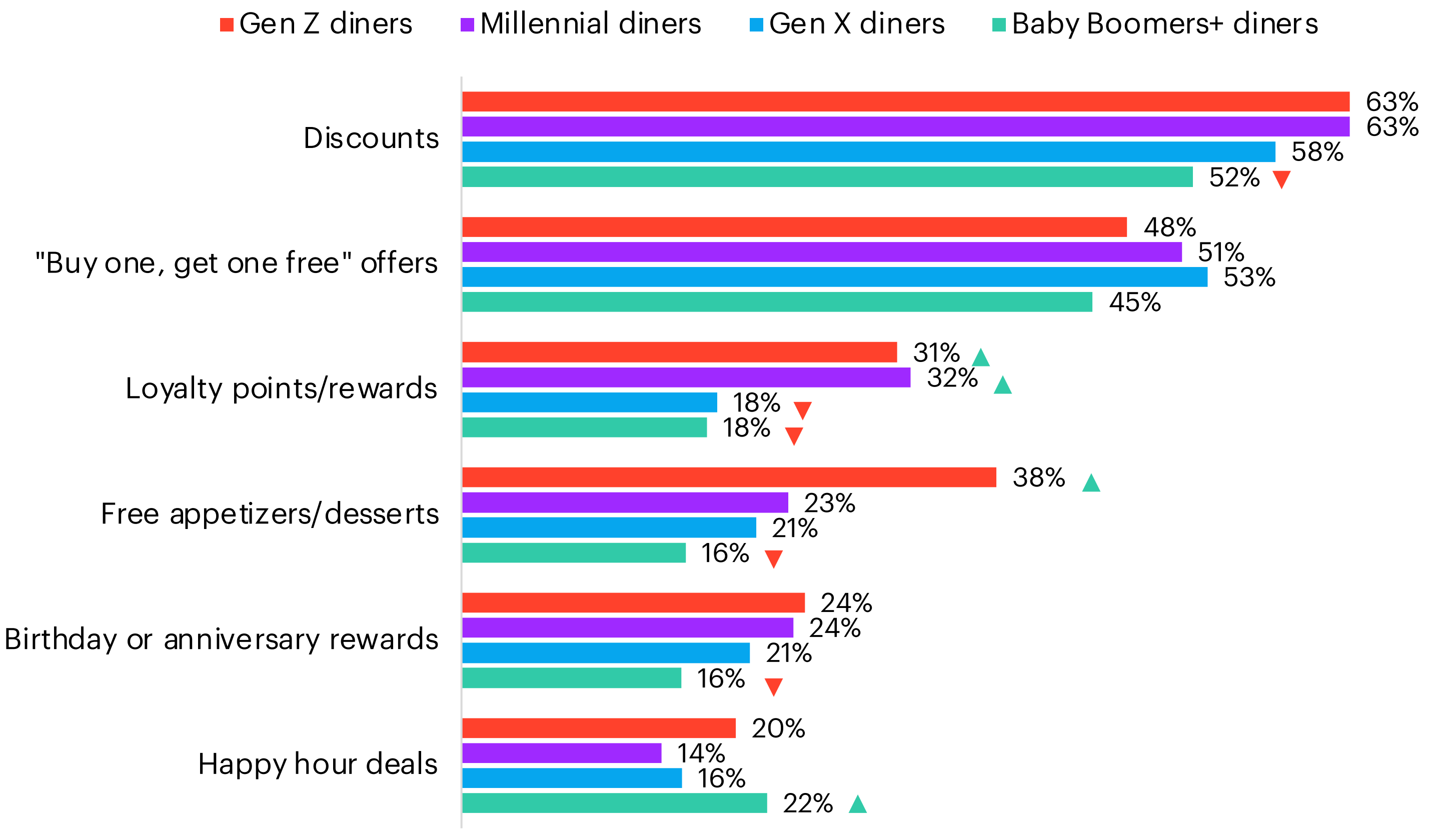
YouGov Surveys, August 11 – September 2, 2025.
British diners n> 1,800.
Top 6 options shown.

Deals drive demand, but preferences shift by generations

Gen Z diners are more likely to be encouraged by loyalty points (32% compared to 24% of all British diners) and free appetizer or desserts (38% compared to 23% British diners). Meanwhile, Baby Boomers+ diners are more likely to be encouraged by happy hour deals.

Get in touch for more data

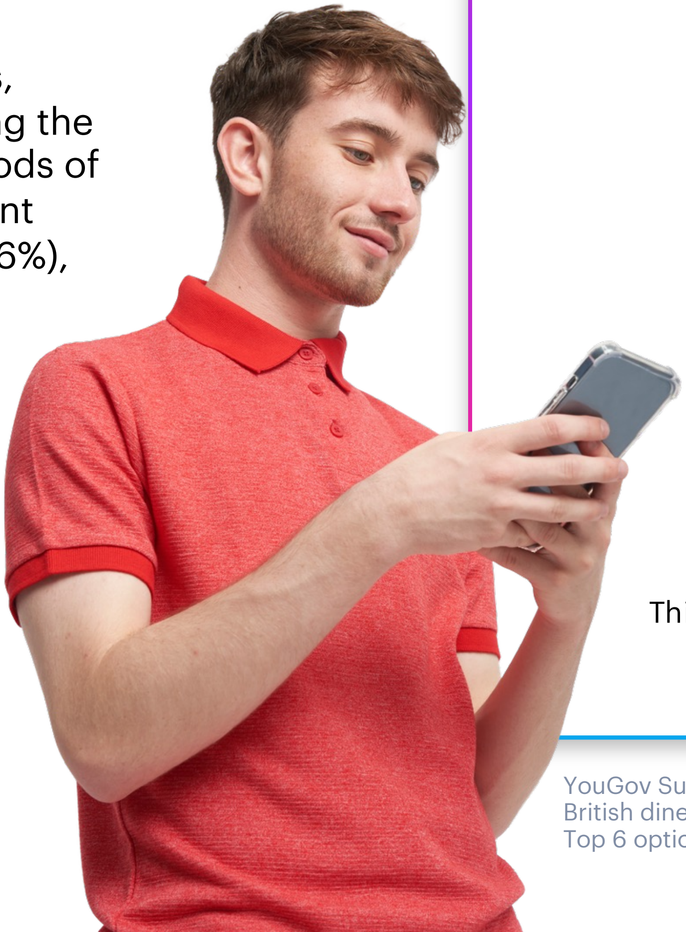
Which three, if any, of the following incentives would most encourage you to eat out more often? (% of British diners)



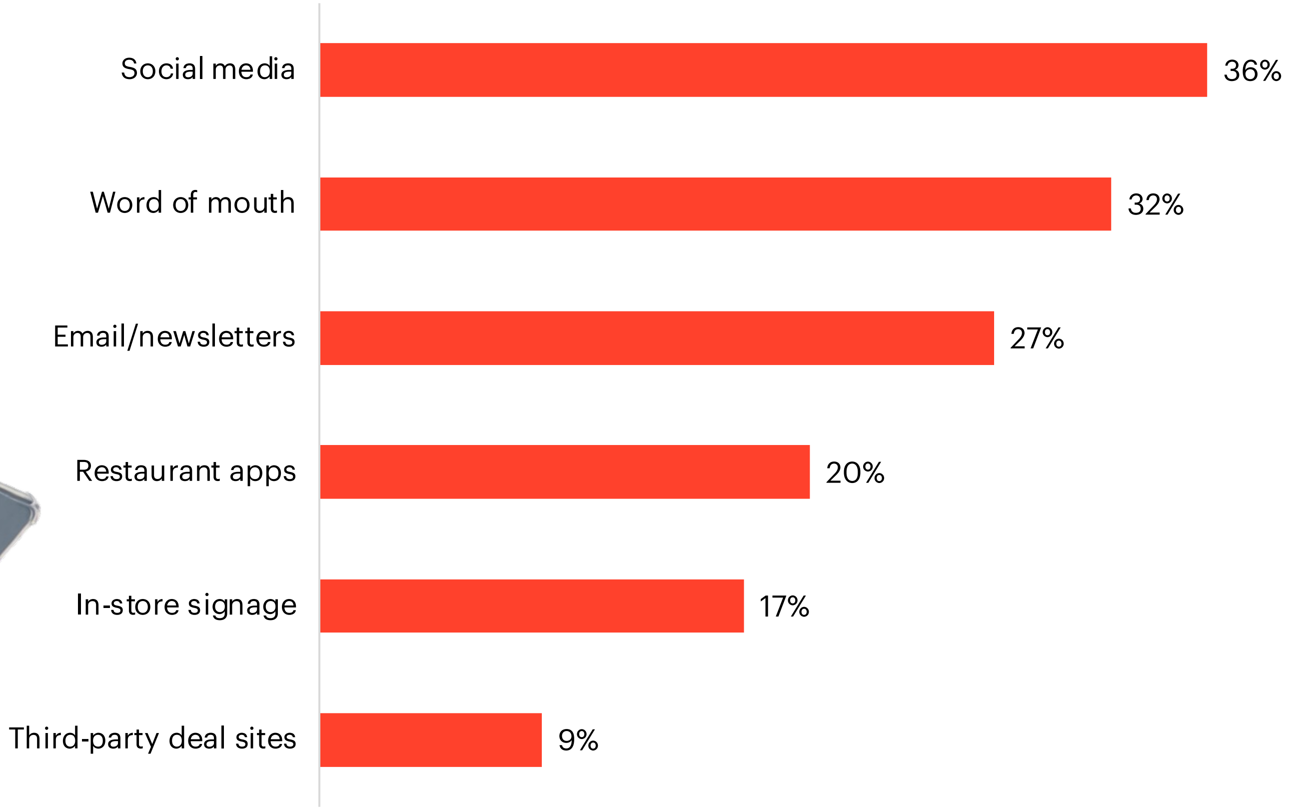
YouGov Surveys, August 11 – September 2, 2025.
Gen Z diners n> 250; Millennial diners n> 500; Gen X diners n> 400; Baby Boomers+ diners n> 550.
Top 6 options shown.

Discount discovery channels

Among British diners, social media is among the most effective methods of announcing restaurant promos and deals (36%), followed by word of mouth (32%).



How do you usually find out about restaurant promotions or deals? Please select all that apply. (% of British diners)



YouGov Surveys, August 11 – September 2, 2025.
British diners n> 1,800.
Top 6 options shown. “Don’t know” and “None of these” responses not shown.

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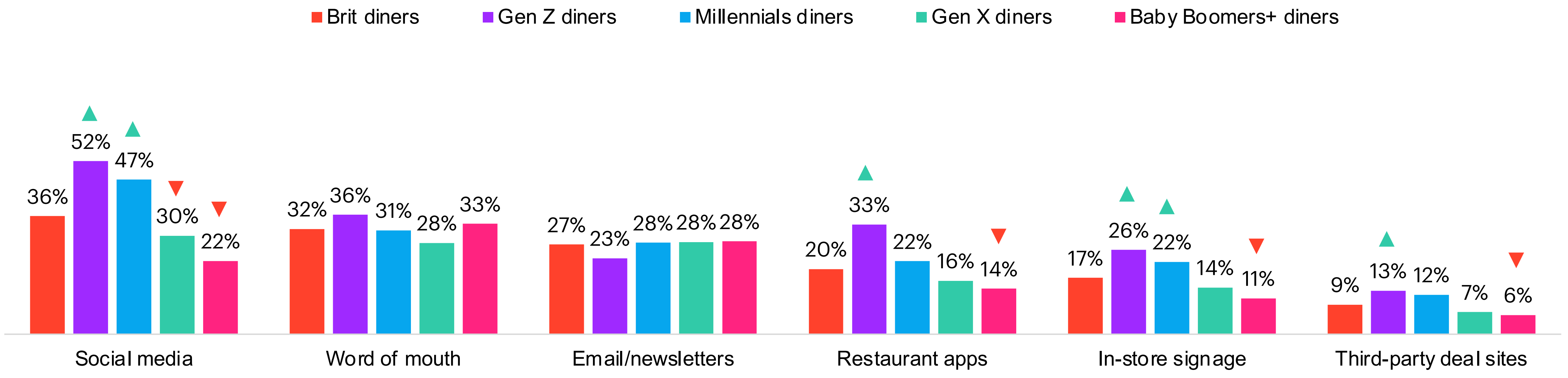
How discovery shifts by generation

Younger diners are much likelier to notice deals via social media (52% Gen Z; 47% Millennial) compared to older diners (30% Gen X; 22% Baby Boomers+). It is worth noting that social media remains the most cited option among Gen X diners.

How do you usually find out about restaurant promotions or deals? Please select all that apply. (% of British diners)



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▲/▼: indicates statistically significant difference compared to British diners.
Top 6 options shown. "Don't know" and "None of these" responses not shown.

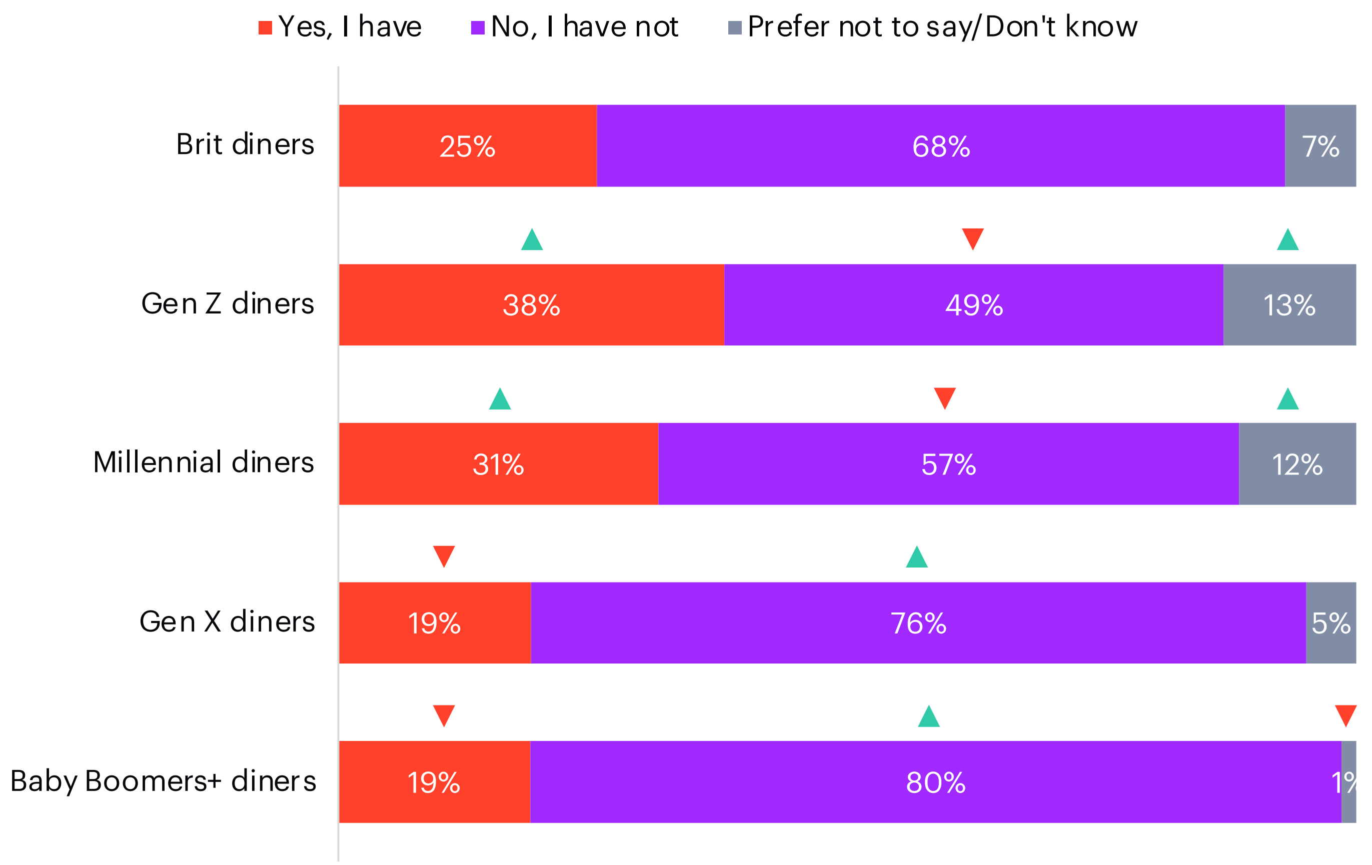
Get in touch

A quarter of British diners have used a restaurant loyalty program

Gen Z diners (38%) and Millennial diners (31%) are more likely to have used loyalty programs in the past 12 months compared to Gen X and Baby Boomers+ diners (19%).

Get in touch for more data

Have you used a restaurant loyalty program in the last 12 months? (% of British diners)



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▲/▼: indicates statistically significant difference compared to British diners.

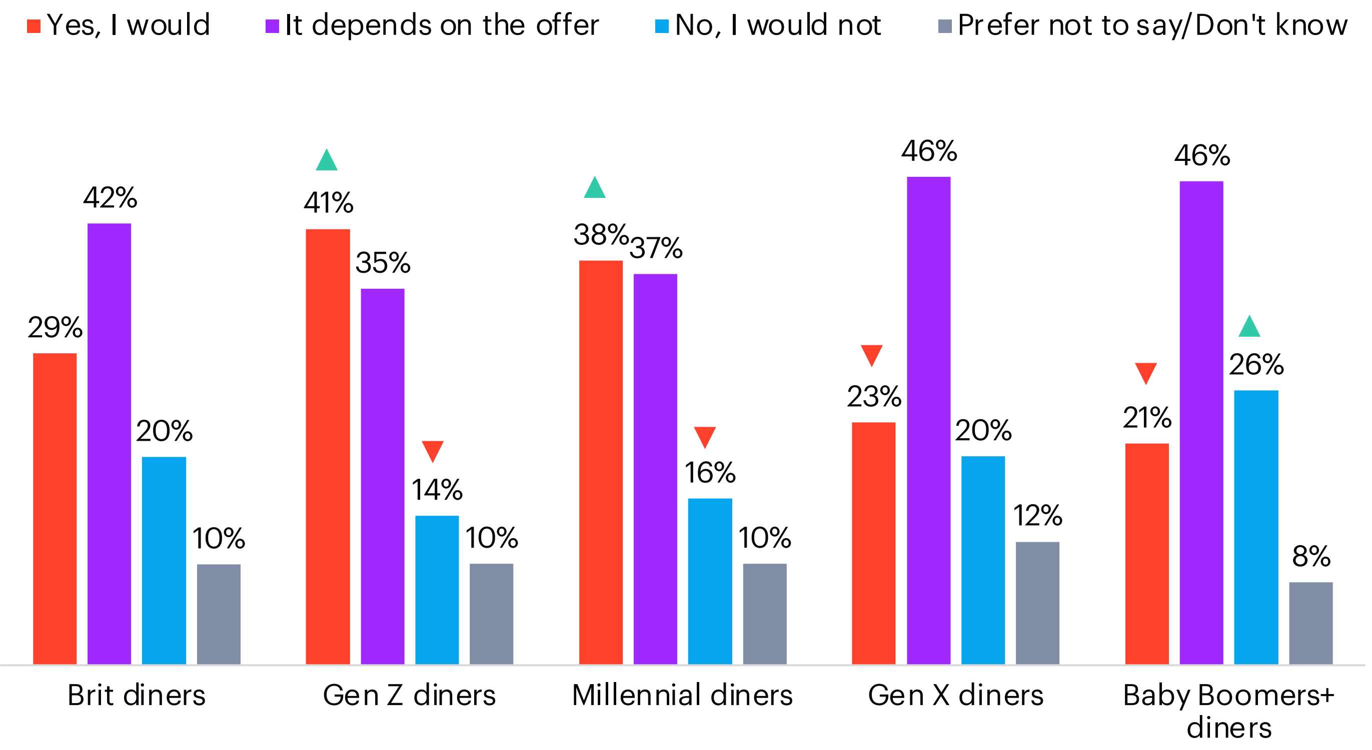
Loyalty programs can whet the appetite

7 in 10 British diners indicate that loyalty programs could have them visiting restaurants more frequently, but that includes the 42% who say, 'it depends on the offer'.

Loyalty programs have reasonably strong appeal among younger diners.

Get in touch for more data

Would you be more likely to return to a restaurant that offers a loyalty program? (% of British diners)



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British diners n> 1,800; Gen Z diners n> 250; Millennial diners n> 500; Gen X diners n> 400; Baby Boomers+ diners n> 550.
▲/▼: indicates statistically significant difference compared to British diners.

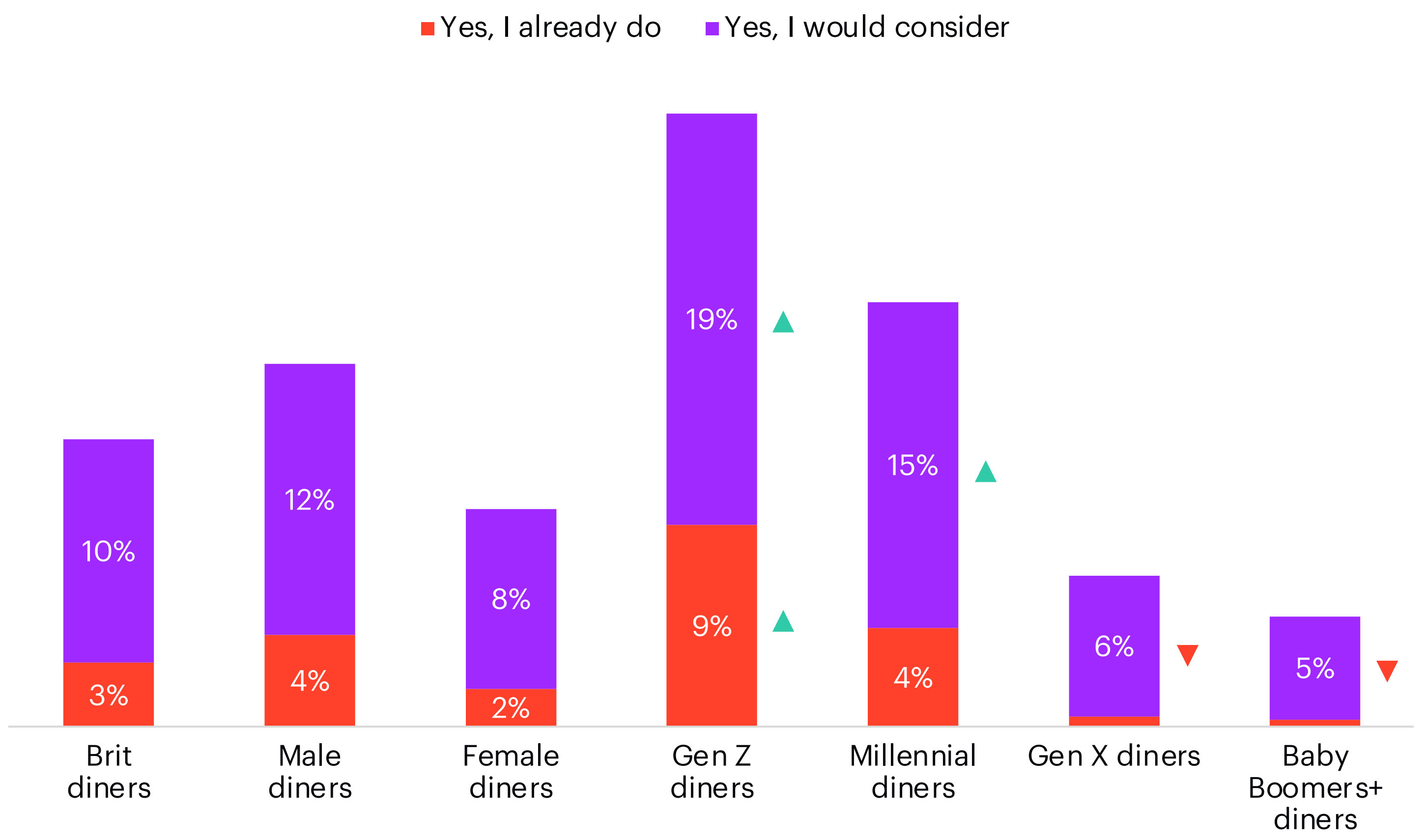
Pay for perks: British diners' appetite for membership offers

Gen Z diners (19%) and Millennial diners (15%) in Great Britain are most likely to consider paying a fee to access perks at their favourite restaurant.

~1 in 10 Gen Z diners already pay monthly fee for perks.

Get in touch for more data

Would you consider paying a monthly fee for perks at your favourite restaurant? (% of British diners)



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▲/▼: indicates statistically significant difference compared to British diners.
"No, not interested" and "Don't know" responses not shown.

Top of the tables

The United Kingdom's most considered restaurants.

Most considered restaurants among likely British diners

QSR

Rank	Brand	Consideration score (%)
1	McDonald's	**52.4**
2	Greggs	**45.7**
3	Costa Coffee	**35.8**
4	KFC	**31.4**
5	M&S Cafe	**26.6**
6	Domino's Pizza	**26.4**
7	Burger King	**25.8**
8	Starbucks	**25.6**
9	Subway	**25.3**
10	Caffé Nero	**21.9**

Casual dining

Rank	Brand	Consideration score (%)
1	Nando's	**39.2**
2	Pizza Express	**32.5**
3	Wagamama	**28.8**
4	Five Guys	**26.8**
5	Miller & Carter	**17.0**
6	Harvester	**16.4**
7	Zizzi	**15.5**
8	Bella Italia	**13.2**
9	TGI Friday's	**12.2**
10	Ask Italian	**12.1**

Bars and pubs

Rank	Brand	Consideration score (%)
1	J D Wetherspoon	**52.2**
2	Greene King Pubs	**31.6**
3	Toby Carvery	**23.5**
4	Beefeater	**13.9**
5	Slug and Lettuce	**13.0**
6	Brewers Fayre	**12.7**
7	Marston's	**12.5**
8	All Bar One	**11.9**
9	Hungry Horse	**11.7**
10	Fuller's Pubs	**11.0**

YouGov BrandIndex UK, October 1, 2024 – September 30, 2025, ranked based on consideration score.
Likely to eat at a QSR n> 11,100; Likely to eat at a casual dining restaurant n> 10,200; Likely to eat at a bar and pub n> 8,800.
Question: "When you are in the market next to purchase food or drink, from which of the following would you consider purchasing?"

Explore brand tracking

Methodology

The insights in this report have been sourced via YouGov Surveys and YouGov BrandIndex.

The insights in this report were sourced via YouGov Surveys: Serviced – providing rapid answers from the right audience.

The multi-region survey was conducted from August 11 – September 2, 2025, with 2,000 respondents in Great Britain. Additional insights are available for 16 other markets: Australia, Canada, Denmark, France, Great Britain, Germany, Hong Kong, India, Indonesia, Italy, Mexico, Poland, Singapore, Spain, Sweden, the UAE, and the USA.

British diners are defined as those who answered with “Less than once a month” or more frequently to the question: “How often, if ever, do you eat out at restaurants (including cafés, pubs serving food, and fast-food joints)?”

The brand rankings in this report are sourced from YouGov’s always-on brand tracker, YouGov BrandIndex.

Consideration scores are based on respondents’ answers to “When you are in the market next to purchase food or drink, from which of the following would you consider purchasing?” Filtered by respondents who are likely or very likely to eat at: a QSR in next 30 days, a casual dining restaurant in next 30 days, a bar and pub in next 30 days.

To qualify as a top ranked brand, brands must have scores available for at least 183 days between October 1, 2024 – September 30, 2025. Consideration scores have been rounded to a single decimal place. A minimum base size of 300 (n) is required.

Throughout the report, each generation is defined as: Gen Z (1997 or later), Millennial (1981-1996), Gen X (1965-1980) and Baby Boomers+ (Pre-1964).

Build a real-world picture of your brand

Gain a deep understanding of your brand health and performance against top competitors in your industry with YouGov's brand and campaign tracking solutions.

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Explore brand tracking

Thank you

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