**A close up of a logo

Description automatically generatedCONTACT INFORMATION:**

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**19 May 2021**

**British Sandwich Week - Greggs is the nation’s first choice for sandwiches**

**To celebrate British Sandwich Week, Lumina Intelligence reveals the most popular operators for sandwich/wrap purchases in the UK.**

Collated using Lumina Intelligence’s Eating & Drinking Out Panel, which includes over 1,100 sandwich and wrap occasions between 2/11/20 – 21/3/21, the results reveal Greggs to be the most popular operator to visit in the UK to purchase a sandwich/wrap.

During this period, Greggs accounted for 11.2% of total sandwich/wrap sales. The top five consisted of:

|  |  |
| --- | --- |
| Greggs | 11.2% |
| Independent / local coffee shop, bakery, or sandwich shop | 10.8% |
| McDonald's | 10.3% |
| Costa Coffee | 8.3% |
| Subway | 6.4% |

Despite being perceived as a lunchtime staple, this meal occasion only accounts for 55% of sandwich/wrap consumption, with 16.5% consumed for dinner. Breakfast and brunch together account for a further 18% of sandwich/wrap occasions, with the remaining proportion consumed as a snack.

Commenting on the results, Blonnie Whist, Insight Director at Lumina Intelligence said, *“The UK food to go market has suffered greatly in 2020 with reduced movement and travel, however with restrictions easing and more people returning to their workplaces the future is promising. Sandwich & bakery outlets are set to grow +40.4% in 2021 as the market starts to recover and we anticipate food to go will return to its pre-pandemic value in 2022. Accounting for 23.1% of all FTG occasions, sandwiches and wraps are the most popular food to go option.”*

*“All food to go operators have had to adapt in order to drive footfall and sales through the pandemic and Greggs is no exception. The operator now offers click and collect from its entire estate and delivery from 800 outlets. In addition, Greggs has enhanced its loyalty scheme which now offers customers more flexible rewards as they accumulate stamps.”*

Find out more about Lumina Intelligence’s Eating & Drinking Out Panel [here](https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/).

**ENDS**

**Eating & Drinking Out Panel**

The Lumina Intelligence Eating & 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 and bars, cafes and coffee shops, fast food, bakery & sandwich, restaurants and retail channels. We cover dine-in as well as food & drinks consumed on the go, delivered, takeaway and click & collect.

**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.

With offices in London, Chicago, Montpellier, and Singapore, and local on the ground analysts across our businesses, you can trust our market knowledge. We are committed to providing all our customers with up to date accurate information to support critical decision making.

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/>