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Wednesday sales rise 31% for Britain’s hospitality industry

Bars, clubs and lounges led the shift, with 47% of people under 35 reporting more Wednesday nights out

Wednesday, November 11, 2026



Wednesday is becoming a bigger trading night for Britain’s hospitality industry, according to data released Wednesday, November 11, by payments platform Square, as younger customers increasingly shift nights out away from the traditional weekend.

Square said Wednesday sales across hospitality were 31% higher than in 2021. Bars, clubs and lounges posted the strongest gains, with Wednesday takings up 40% over the same period, pointing to a marked change in when people are choosing to go out.

The company also said a separate survey of 1,000 hospitality business leaders found that 44% had seen higher revenue on Wednesday evenings. Sales from 6 p.m. to 8 p.m. on Wednesdays were 36% above the level of two years earlier, while Thursday sales during the same time window were up 47%.

The findings suggest that midweek trade is no longer a secondary opportunity for many operators. Square said 47% of people under 35 reported going out more often on Wednesdays than they did two years ago. Among all respondents, 38% said smaller crowds made them more likely to socialize during the week, and 25% said it was easier to book a table or secure plans at favorite bars and restaurants.

Robert White, executive director of Square UK, said the shift appeared to reflect both changes in work patterns and consumer preferences. He said hybrid work arrangements that became more common after the pandemic may be one reason, while some customers are also choosing quieter and more relaxed evenings out instead of busier weekend nights.

The change is already affecting how businesses operate. According to Square, 56% of hospitality businesses surveyed have introduced promotions or events aimed specifically at weekday customers. Another 41% said they had adjusted or expanded menus to draw more midweek traffic.

That could have wider effects across the drinks trade as well. If more customers are choosing to visit pubs, bars and restaurants on Wednesdays and Thursdays, operators may need to rethink beer, wine and spirits orders, staffing levels and delivery schedules to match demand that is spreading more evenly across the week.

The strongest regional growth in Wednesday sales was recorded in Sheffield, where Square said takings were up 119% from 2021. Newcastle followed with a 62% increase, while Liverpool and Cardiff each posted growth of 43%. Those figures indicate that the shift is not limited to London or one part of the country, but is appearing in several

major urban markets.

For pub owners and other hospitality businesses, the trend could help offset pressure on the traditional Friday and Saturday trading model. Midweek promotions, live events and tailored food and drinks offers may become more important as businesses try to capture customers who want to go out but prefer less crowded nights. In that environment, Wednesday is emerging as a more meaningful sales day for venues that were once most reliant on weekend traffic.