

Attitudes towards Home Delivery and Takeaway - UK - March 2018

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This report looks at the following areas:

- Retaining older diners
- Attracting young families
- Marketing to younger cohorts

Consumers' need for quick convenient takeaway meals is confirmed, as buying habits show that four in five Brits have bought takeaway/home delivery food in the last three months.

However, there is an age divide with 16-44-year-olds moving towards online ordering and third-party delivery services and over-45s still placing orders over the phone.

Chinese is the most popular cuisine, but its popularity is waning among under-45s. Meanwhile demand for pizza is being driven by 16-44-year-olds, making it the second most popular takeaway choice in the UK.



“Consumers’ need for quick convenient meals is confirmed, as four in five Brits have bought takeaway food recently. Young working adults and parents are driving demand for weekly home deliveries, prompted by the rise of online ordering and third-party services.”

– **Trish Caddy, Foodservice Analyst**

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