

Attitudes towards Home Delivery and Takeaway - UK - February 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Catering to Millennials' demand for customisation
- Consumers are risk-averse

The vast majority of Brits say that they buy takeaways (82%) and a sizeable proportion (22%) do this on a weekly basis. Those buying takeaways are risk averse and rely heavily on past experience when they're ordering directly from restaurants, or online reviews when ordering from third party services. Therefore, it is important that operators give a great first impression to consumers and entice customers to leave a review.



"Gone are the days when consumers 'just accept what they are given'. They're finding their voice to ask for exactly what they want. Personalisation and customisation is now a prerequisite for many ordering home delivery/takeaway food."

– Zameira Hersi, Leisure Analyst

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Table of Contents

OVERVIEW

- What you need to know
- Products covered in this Report

EXECUTIVE SUMMARY

- The market
- Real estate
- Technology
- Trust is everything
- Companies and brands
- Amazon Restaurants
- Just Eat drops out of the FTSE 100
- Innovative way of meeting demand
- Orders made around the clock
- Helping restaurants help themselves
- The consumer
- Eight in 10 order food to their door

Figure 1: Frequency of takeaway/home delivery usage, November 2018

- Chinese cuisine comes out on top

Figure 2: Takeaway/home delivery food preferences, November 2018

- Brits prefer to order directly from restaurants

Figure 3: Takeaway/home delivery food purchase channels, November 2018

- Just Eat holds the crown

Figure 4: Third party services used to order takeaways/home deliveries, November 2018

- Price and past experience generates the orders

Figure 5: Factors that influence consumers' choice of restaurant when buying home delivery/takeaway food, November 2018

- Brits are creatures of habit

Figure 6: Attitudes towards takeaway/ delivery services, November 2018

- What we think

ISSUES AND INSIGHTS

- Catering to Millennials' demand for customisation
- The facts
- The implications
- Consumers are risk-averse

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Attitudes towards Home Delivery and Takeaway - UK - February 2019



Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- The facts
- The implications

THE MARKET – WHAT YOU NEED TO KNOW

- Real estate
- Technology
- Trust is everything

MARKET DRIVERS

- Real estate
- Resulting pressures
- Immediate beneficiaries
- Innovative solutions
- Consumers expect brands to demonstrate ethical values
- Resulting gap
- Technology
- When ordering the food ...
- ... and meeting the delivery
- Trust is everything
- Diet and allergens
- Hygiene
- Transparency

COMPANIES AND BRANDS – WHAT YOU NEED TO KNOW

- Amazon Restaurants
- Just Eat drops out of the FTSE 100
- Innovative way of meeting demand
- Orders made around the clock
- Helping restaurants help themselves
- Don't Just Eat, protect the environment too

KEY PLAYERS – ONLINE ORDERING

- Online aggregators
- Just Eat
- Food delivery services
- Deliveroo
- Uber Eats
- Amazon Restaurants

Figure 7: Number of UK restaurants delivered from selected leading foodservice online ordering portals, 2015-18

LAUNCH ACTIVITY AND INNOVATION

- Innovative way of meeting demand
- Orders made around the clock

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Helping restaurants help themselves
- Peddling deliveries
- Others looking to get a slice of the cake
- Don't Just Eat, protect the environment too
- Alternatives to plastic
- Reducing carbon 'tyre' print

THE CONSUMER – WHAT YOU NEED TO KNOW

- Eight in 10 order food to their door
- Chinese cuisine comes out on top
- Brits prefer to order directly
- Just Eat holds the crown
- Price and past experience generates the order
- Brits are creatures of habit

FREQUENCY OF USE

- Eight in 10 order food to their door
Figure 8: Frequency of takeaway/home delivery usage, November 2018
- Young Brits are fans of takeaways ...
- ... as are those living busier lives
- Full-time workers show high use of home delivery/takeaway ...
- ... as do parents
Figure 9: Frequency of takeaway/home delivery usage by working and parental status, November 2018
- Opportunity
- Accessibility inhibiting orders in rural areas
- Gap in the market
- How to fill it
- Virtual restaurants
- Expand services
- Mobile kitchens

POPULAR CUISINES

- Chinese cuisine comes out on top
Figure 10: Takeaway/home delivery food preferences, November 2018
- Traditional takeaways favoured by the older generations
- Personalisation driving orders amongst younger Brits
- Variety propelling fried chicken searches
- Orders for Asian cuisines highlights a divide
- Location
- Financial situation

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

PURCHASE CHANNELS

- **Brits prefer to order directly**
Figure 11: Takeaway/home delivery food purchase channels, November 2018
- **Past experience is driving orders from restaurants ...**
- **... whilst service is driving those ordering through third party providers**

THIRD PARTY SERVICES

- **Just Eat holds the crown**
Figure 12: Third party services used to order takeaways/home deliveries, November 2018
- **Opportunities to grow**
- **Deliveroo**
- **The strategy is working**
- **Use reviews**
Figure 13: Third party services used to order takeaways/home deliveries, by demographics, November 2018
- **Uber Eats**

FACTORS THAT INFLUENCE CHOICE OF RESTAURANT

- **Price and past experience generates the order ...**
Figure 14: Factors that influence consumers' choice of restaurant when buying home delivery/takeaway food, November 2018
- **... but it is the service that seals the deal**
- **Delivery promises act as a safety net**
- **Moral compass put away when stomach growls**
- **This doesn't give brands a pass**
- **Those ordering in are risk-averse**
Figure 15: Factors that influence choices amongst those that order directly from the restaurant, November 2018
- **A good first impression is essential**
- **It is all about the food**
- **Service drives orders through third party services**
Figure 16: Factors that influence choices amongst those that order through a third-party ordering/ delivery service, November 2018
- **Feedback is key**

ATTITUDES TOWARDS HOME DELIVERY AND TAKEAWAY

- **Brits are creatures of habit**
Figure 17: Attitudes towards takeaways/ delivery services, November 2018

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Attitudes towards Home Delivery and Takeaway - UK - February 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Comfort and ease drives orders**
- **Customisation is key for younger Brits**
- **Capitalising on a unique attribute**
- **Restaurants hold the power ...**
- **... to reduce customers' plastic usage ...**
- **... and to help them eat healthier**

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**



What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.