

Home Delivery - UK - June 2010

Report Price: £1500 / \$2295 / €1688



What is this report about?

The recession may be over, but the economic turbulence clearly isn't. The home delivery market has performed well over the last few years, capitalising on the consumer trend towards staying and entertaining at home in order to cut back on spending. However the short-term economic outlook is relatively bleak with tax rises and spending cuts on the horizon. Consumers are also entering into another period of reassessment themselves.

However, there are a number of factors that still work in the home delivery market's favour, not least consumer demand for convenience and their continued commitment to eating out in general. The growth in online ordering is also opening up a wealth of opportunities.

This report aims to examine the home delivery market's performance during the recession and look at potential opportunities and threats going forward.

What have we found out?

- A quarter of people, often older women, have ordered a home delivery but not in the last three months. These consumers expect home deliveries to offer them something different from what they'd normally cook at home. So, additional focus on creating and marketing 'specials' should help home delivery operators reignite interest among this group.
- More than one in eight people have never had food/drink delivered but would consider it. The group tend to be over 55-years-old, retired, wealthy and often from one-person households. Selling a range of grocery products, such as milk and newspapers, alongside their own home delivery food menus could help operators appeal to these affluent consumers.
- Adding lighter dishes to the menu can help operators attract the 13% of people who say they would order more home deliveries given healthier options.
- A quarter of consumers have cut back on takeaways/ home delivery to save money.
- Consumers are increasingly tech-savvy. The number of consumers who have ordered a home delivery via the internet or mobile technology has risen to 13%.
- Young men are ordering takeaways/ home deliveries because they felt like staying in and couldn't be bothered to cook. In contrast, women order takeaways/ home deliveries because home deliveries and takeaways make a nice change from what these women would normally eat.

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