

Attitudes towards Home-Delivery and Takeaway Food - UK - April 2016

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“As mobile ordering becomes the norm for more people, greater opportunities are created in terms of data collection and customisation. Restaurants and third-party services can create tailored deals and advertisements that can be sent directly to users’ smartphones at opportune moments.”

– Rebecca McGrath, Leisure Analyst

This report looks at the following areas:

- The transition towards mobile ordering
- Catering to a health-conscious public

While home delivery/takeaways enjoy high penetration, their usage remains rare. A perception of the food as unhealthy is a key barrier for usage, reflected in the strong image of home delivery/takeaway as a treat. Younger people and families are more likely than average to order a home delivery/takeaway, and to do so more often, echoing the key role of convenience in prompting usage.

That the UK is an increasingly convenience-driven and tech-savvy society is being reflected within the home delivery/takeaway market. While calling still remains the most popular way of ordering, nearly half of people now typically order online. Apps are used to submit orders by 21% of the tech-savvy 16-24 age group. As the functionality and ease of website/app ordering improves, even those hesitant to change their habits are likely to see the advantages in doing so. The transition towards online ordering is also being helped by the growth of online-based third-party ordering/delivery services, such as Just Eat and Deliveroo.

Third-party ordering/delivery services have also helped to expand the range of cuisines on offer. This is much needed given the high health awareness in the UK and views of home delivery/takeaway food as unhealthy. More healthy, and high-end, options entering the market should help to tackle this negative perception and perhaps transform the role that deliveries/takeaways play within most people’s diets from an infrequent treat to a regular convenient healthy alternative to cooking.

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DID YOU KNOW?

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

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Consumer financial confidence should give market a boost

The ageing population is a concern

Increasingly health-conscious consumers can limit use

Subscription meal kits add competition

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Consumer financial confidence should give market a boost

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Subscription meal kits add competition

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New specialised delivery services enter market

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Domino's success driven by digital

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Pizza Hut

PizzaExpress introduces delivery service

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Online ordering

Just Eat grows UK revenues by 49%

Hungryhouse

Delivery providers

Deliveroo plans to cut prices as it expands

Take Eat Easy arrives in London

Major delivery companies explore meal delivery

UberEATS offers new delivery alternative

Amazon trials food delivery

All-round delivery services also deliver food

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Online-only and subscription services
 Specialised concepts focus on delivery to reach a niche audience
 Chilled delivered meals blur the boundaries with retail
 Subscription services extend the delivery model

Launch Activity and Innovation

New high-end and healthy delivery services enter market
 Supper offers Michelin-starred cuisine
 New vegan meal delivery subscription launches in London
 Feast offers specialised night-time delivery
 More fast food chains trial delivery
 Domino's advances mobile services
 Introduces new loyalty rewards programme
 Makes ordering even easier
 Itsu launches innovative social app

The Consumer – What You Need to Know

Four in five people order takeaway/home delivery
 Nearly half have now used a third-party service
 Calling is still the most popular ordering method
 Convenience is a big selling point
 People wish to follow their orders online
 16-34s would like to search for venues by dish
 Perception of unhealthiness is a major barrier

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Convenience remains a big selling point

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Attitudes towards Takeaway/Home Delivery

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