

# 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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- The implications
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#### THE MARKET – WHAT YOU NEED TO KNOW

- Consumers' incomes remain squeezed
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## LAUNCH ACTIVITY AND INNOVATION

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- Men and young people are the 'super users'
- Chinese is the most popular cuisine
- Young people driving pizza takeaway trade
- Older consumers go direct
- Direct orders still placed by telephone
- Just Eat dominates aggregator market
- Third-party services offer convenience
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- Millennials and parents drive takeaway/home delivery usage
- Understanding the non-users

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- **Understanding the super users**

Figure 12: Frequency of takeaway/home delivery usage, by age groups, December 2017

- **Understanding the rare users**

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- **... because younger people are turning to digital options**

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- **Most popular third-party services**

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Figure 19: Third-party services used to buy takeaway/home delivery, December 2017

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