

Attitudes Towards Home Delivery and Takeaway - UK - March 2018

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

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“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**

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.

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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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The facts

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The Market – What You Need to Know

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Rising business rates fuel a boom in 'dark kitchens'

Call for tighter regulation of delivery

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Food delivery services

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Delivery-only concept gains traction

Integrated technology

Third-party ordering apps introduce new features

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Online aggregators

Just Eat

Food delivery services

Deliveroo

UberEats

Amazon Restaurants

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New wave takeaways

Wrapchic repositions into Indian grab-and-go

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Fish City wins big for sustainability

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Delivery-only concept gains traction

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Brands rolling out delivery-only services
 Unlocking retail potential
 Rola Wala launches in Selfridges Birmingham
 Sainsbury's trials pizza takeaway
 Integrated technology
 Cashback
 Heathrow x Grab
 Amazon Restaurants x Olo
 Deliveroo x TripAdvisor
 Facebook Page adds 'Start Order' button
 Third-party ordering apps introduce new features
 Food hygiene ratings
 Split the bill
 Autonomous food delivery has a long way to go
 Zing Zing raises £1.2 million in crowdfunding

The Consumer – What You Need to Know

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
 Consumers want more choice

Overall Usage

Millennials and parents drive takeaway/home delivery usage
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Younger people enjoy eating pizza ...
 ... and burgers
 Thai and Japanese potential to grow
 Everyone loves Indian food
 Younger Millennials most drawn to fried chicken
 Young men prefer kebabs

How Consumers Order Takeaway/Home Delivery

Most people go direct ...

Figure 14: How consumers bought takeaway/home delivery, December 2017

... but that's waning ...

Figure 15: Takeaway/home delivery usage, by age group, December 2017

... because regular users are turning to third-party services

Figure 16: Frequency of buying takeaway/home delivery, by how consumers buy takeaway/home delivery, December 2017

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Most people order by phone ...

Figure 17: Methods used to buy takeaway/home delivery, December 2017

... but that's also waning ...

... because younger people are turning to digital options

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Nearly half buy in person at the restaurant/takeaway

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Just Eat has a strong regional presence

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Hungryhouse has a strong family base

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Most people opt for home delivery

Less than one in five collect their own takeaway

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Reasons to Use Third-Party Services

The power of customer reviews

Figure 21: Reasons to use third-party services to buy takeaway/home delivery, December 2017

Gen Xers demand a straightforward ordering method ...

... and options from their favourite restaurants

Millennials driving demand for special offers ...

... and no delivery fee

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Good food hygiene important across all groups
 Families drive demand for healthy options
 Affluent consumers nod towards ethical businesses

Takeaway/Home Delivery Behaviours

People want serving size portion control

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