

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

Report Price: £1750.00 | \$2834.04 | €2223.04

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



“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.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
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

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

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

Report Price: £1750.00 | \$2834.04 | €2223.04

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

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The market

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

Companies and brands

Third-party portals gain prominence

Delivery attracts established brands

New specialised delivery services enter market

The consumer

Four in five people order takeaway/home delivery

Nearly half have now used a third-party service

Figure 1: Frequency of takeaway/home delivery usage, December 2015

Calling remains the most popular ordering method

Figure 2: Platforms used to order a takeaway/home delivery, December 2015

Convenience is a big selling point

Figure 3: Reasons for using takeaway/home delivery, December 2015

People wish to track their orders

Figure 4: Interest in online features when ordering a takeaway/home delivery, December 2015

16-34s would like to search for venues by dish

Figure 5: Attitudes towards home delivery/takeaway, December 2015

Poor perception of healthiness is detrimental

Figure 6: Reasons for not using home delivery/takeaway, December 2015

What we think

Issues and Insights

The transition towards mobile ordering

The facts

The implications

Catering to a health-conscious public

The facts

The implications

The Market – What You Need to Know

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com

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

Report Price: £1750.00 | \$2834.04 | €2223.04

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

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

Market Drivers

Consumer financial confidence should give market a boost
Figure 7: Trends in how respondents would describe their financial situation, February 2009- February 2016
The ageing population is a concern
Figure 8: Trends in age structure of the UK population, 2010-20
Healthy eating concerns limit use
Figure 9: How often consumers try to eat healthily, by gender, November 2015
Subscription meal kits add competition

Key Players – What You Need to Know

Domino's success driven by online ordering
PizzaExpress introduces delivery service
Fast food chains trial delivery
Third-party portals gain prominence
Just Eat grows sales by nearly 50%
New specialised delivery services enter market
Major delivery companies explore meal delivery

Companies and Brands

Pizza and pasta delivery
Domino's success driven by digital
Papa John's explores new local marketing strategy
Pizza Hut
PizzaExpress introduces delivery service
Online ordering and delivery platforms
Figure 10: Selected leading foodservice online ordering portals, April 2016
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

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: 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 |
EMAIL: reports@mintel.com

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

Report Price: £1750.00 | \$2834.04 | €2223.04

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

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

Takeaway/Home Delivery Usage

Most people have ordered home delivery or takeaway food
Figure 11: Takeaway/home delivery users, December 2015
Nearly half of people have used a third-party platform
Figure 12: Frequency of takeaway/home delivery usage, December 2015
Younger people are more likely to order takeaways
Figure 13: Home delivery/takeaway usage, by age, December 2015
Men order more regularly
Figure 14: How often order direct from a restaurant/takeaway, by gender, December 2015

Ordering Habits

Calling is still the most popular ordering method...
Figure 15: Platforms used to order a takeaway/home delivery, December 2015
...but younger people are ordering online
Figure 16: Platforms used to order a takeaway/home delivery, by age, December 2015

Reasons for Using Takeaway/Home Delivery

Convenience remains a big selling point

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: 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 |
EMAIL: reports@mintel.com

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

Report Price: £1750.00 | \$2834.04 | €2223.04

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

Tech solutions offer potential to improve convenience

Figure 17: Reasons for using takeaway/home delivery, December 2015

More women view home delivery as a treat

Offering and communicating healthy options should bolster frequency

Occasions prompt takeaway/home delivery orders

Figure 18: Reasons for using takeaway/home delivery, by gender, December 2015

Deliveries can be coupled further with sport and TV

Interest in Online Features

People wish to follow their orders online

Taking delivery tracking to the next level

Figure 19: Interest in online features when ordering a takeaway/home delivery, December 2015

Women would like greater insight into dishes

Figure 20: Interest in online features when ordering a takeaway/home delivery, by gender, December 2015

Attitudes towards Takeaway/Home Delivery

Many still do not find online ordering as easy

Need to drive awareness of improvements

Figure 21: Attitudes towards home delivery/takeaway, December 2015

Doubts over third-party platforms

16-34s would like to search for venues by dish

Figure 22: Agreement with statement 'I would like to be able to search for venues by dish (eg lasagne) on a third-party ordering/delivery service website', by age, December 2015

Women and younger people most likely to see takeaways as unhealthy

Need to emphasise healthier options

Figure 23: Agreement with statement 'Takeaway/home delivery food is unhealthy', by gender, December 2015

Figure 24: Agreement with statement 'Takeaway/home delivery food is unhealthy', by age, December 2015

Reasons for Not Using Takeaway/Home Delivery

Concern about healthiness is the major barrier

Figure 25: Reasons for not using home delivery/takeaway, December 2015

Delivery charges put off key 16-24 age group

Figure 26: Delivery charge as a reason for not using home delivery or takeaways or using them more often, by age, December 2015

Quality concerns put people off

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com