

Attitudes towards Home Delivery and Takeaway - UK - 2022

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This report looks at the following areas:

- The impact of COVID-19 on the takeaway and home delivery market.
- Changes in participation across mealtimes.
- Changes in takeaway/home delivery ordering methods.
- Factors that influence consumers' choice of takeaway/home delivery restaurant.
- Consumers' attitudes towards takeaway/home delivery services.
- Consumers' brand perceptions of Just Eat, Uber Eats and Deliveroo.

Despite the reopening of food outlets and restaurants for dine-in services, the proportion of consumers buying takeaway/home delivery food each week increased by five percentage points to 30% year on year as of November 2021. This suggests that takeaway and home delivery services have become more entrenched as consumers have more out-of-home food choices than ever before.

As three quarters of consumers agree that price increases would make ordering takeaway/home delivery less appealing, inflation will put immense pressure on foodservice operators to rely on promotions, such as offering free delivery, to retain usage among cost-conscious consumers. Alternatively, collection deals are particularly appealing to more than half of consumers who perceive click-and-collect to be cheaper than ordering home delivery.

As reports of poor wages for delivery drivers make ordering takeaway/home delivery less appealing for half of consumers, it is therefore vital that operators and third-party delivery services communicate the flexibility and fairness of their different pay structures to demonstrate their commitment to people.

Flexible working practices spur innovation for new takeaway concepts, including more roadside catering options (eg food trucks) near where people live. Meanwhile, office workers are driving demand for their employers to offer discounts on takeaway/home delivery food as a company perk, highlighting



"The home delivery and takeaway sector is working hard to maintain trading levels and combat the threat posed by inflation. This has included increased use of free delivery offers, extended trading hours to offer breakfast, brunch and lunch takeaways, and adapting propositions to target workers returning to offices."

– **Trish Caddy, Senior Foodservice Analyst**

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the opportunity for more corporate partnerships between companies and foodservices.

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