

Attitudes towards Home Delivery and Takeaway - UK - 2023

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This report looks at the following areas:

- The impact of cost-of-living crisis on the home delivery and takeaway market.
- Changes in home delivery and takeaway participation and ordering methods.
- Factors that influence consumers' choice of home delivery and takeaway restaurant.
- Consumers' attitudes towards home delivery and takeaway services.
- Consumers' perceptions of the Just Eat, Uber Eats and Deliveroo brands.

Consumers have reduced the frequency of their orders since late 2021, with just 24% ordering one home delivery or takeaway once a week or more as of January 2023, compared to 30% in November 2021. This indicates that many people have returned to their pre-COVID-19 habits, replacing takeaway services with the special experiences that only in-person dine-in participation can provide.

71% of consumers would be encouraged to use a takeaway restaurant that offers free delivery and meal deals. Home delivery and takeaway operators that deploy special offers, price promotions and offer meal deals at low price points will be better positioned to appeal to consumers who continue to splash out on affordable treats.

As 62% of consumers agree that the rising cost of living has made ordering home delivery and takeaway regularly less appealing, the home delivery and takeaway market is working hard to maintain trading levels as profit margins are squeezed by rising costs and inflation.

The outbreak of COVID-19 saw consumers rely on home delivery services to a much greater extent than they did pre-pandemic, whether it be for ready-to-consume food, drinks or groceries. 40% of consumers agree that more third-party ordering/delivery apps should offer grocery delivery services too,



"Consumers have reduced the frequency of their orders since late 2021, as many people returned to their pre-COVID-19 habits, replacing takeaway services with the special experiences that only in-person dine-in participation can provide."

– Trish Caddy, Principal Analyst – Foodservice

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especially 16-24 year olds. Notably, third-party delivery brands are extending beyond foodservice delivery and into on-demand food and drink delivery from the retail market (eg Deliveroo HOP with Morrisons).

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Table of Contents

OVERVIEW

- Key issues covered in this Report
- Products covered in this Report

EXECUTIVE SUMMARY

- The outlook for home delivery and takeaway
- Now
- Next
- Future
- The market
- Demand for eating on the go supports takeaway market
Figure 1: Food behaviours towards eating on the go, 2016-23
- Businesses urged to get ready for reforms to cut packaging waste
- Companies and brands
- Awareness of the leading food delivery aggregators tops 90%
Figure 2: Key metrics for selected brands, 2023
- On-demand grocery delivery services
- The consumer
- Consumers have reduced the frequency of their orders
Figure 3: Annual changes in takeaway/home delivery food purchase frequency, 2019-23
- Decline in buying directly has eased
Figure 4: Annual changes in ordering direct from a restaurant/takeaway vs through third-party ordering/delivery service, 2019-23
- Direct ordering driven mostly by home deliveries
Figure 5: Methods of direct order, 2023
- Usage remains substantially ahead of pre-pandemic levels
Figure 6: Annual changes in usage of third-party aggregators in the last 12 months, 2019-23
- Chinese and pizza come out on top
Figure 7: Takeaway/home delivery food preferences, 2023
- Willingness to access calculated promotions
Figure 8: Participation in emerging takeaway/home delivery concepts, 2023
- Customisation is the order of the day
Figure 9: Key factors when choosing takeaway/home delivery, 2023
- Impact of the cost-of-living crisis on treat purchases

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Figure 10: Attitudes towards home delivery and takeaway, 2023

ISSUES AND INSIGHTS

- Impact of the cost of living on the home delivery and takeaway market
- Rely on deals and offers
- Focus on customer loyalty loop
- Treat purchases
- A widening gap between demand for human experience and technology
- Future of delivery-only concepts

MARKET DRIVERS

- Demand for eating on the go supports takeaway market
- Businesses urged to get ready for reforms to cut packaging waste
- Inflation is the key concern for consumers and brands...
- ...and despite government support, energy prices are still a major concern
- Rising interest rates mean that the pressure will move up to middle- and higher-income households
- High inflation and rising interest rates will compound the impact of the slowing recovery
- Consumer spending power will be curbed
- Unemployment is at a near-50-year low
- Consumers' financial wellbeing has fallen from the highs of 2021...

Figure 11: Food behaviours towards eating on the go, 2016-23

- ...and most people are feeling the effects of price rises

Figure 12: Household financial wellbeing index, 2016-22

LAUNCH ACTIVITY AND INNOVATION

- Third-party aggregators' new distribution channels
- On-demand grocery delivery services
- Bricks-and-mortar stores
- New foodservice partners
- Foodservice operators' alternative retail concepts
- New delivery-only operators
- Travel hub outposts

Figure 13: British household confidence, 2023

Figure 14: Price comparison between groceries ordered directly from Sainsbury's (collection and home delivery), Deliveroo and Uber Eats in north London, 2023

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Executive Summary

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Infographic Overview

Powerpoint Presentation

Interactive Databook

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- Drive-throughs
- Late-night delivery
- Emerging ordering methods
- Buy now pay later
- Non-exclusive agreements
- Omnichannel marketing
- Sustainability in takeaways
- Eco-friendly packaging
- Healthy eating

BRAND RESEARCH

- **Brand map**
Figure 15: Attitudes towards and usage of selected brands, 2023
- **Key brand metrics**
Figure 16: Key metrics for selected brands, 2023
- **Brand attitudes: Just Eat stands out as a trusted brand**
Figure 17: Attitudes, by brand, 2023
- **Brand personality: Opportunities to leverage ethical credentials to increase relevance among over-35s**
Figure 18: Brand personality – macro image, 2023
- **Brand personality: Convenience is most salient trait, especially among Gen-Xers**
Figure 19: Brand personality – micro image, 2023

ANNUAL CHANGES IN FREQUENCY OF USE

- **Consumers have reduced the frequency of their orders**
Figure 20: Annual changes in takeaway/home delivery food purchase frequency, 2019-23
- **Worse-off consumer usage ahead of pre-pandemic levels**
Figure 21: Annual changes in weekly takeaway/home delivery food purchase frequency, by financial situation, 2019-23

ORDERING METHODS

- **Decline in buying directly has eased**
Figure 22: Annual changes in ordering direct from a restaurant/takeaway, 2019-23
- **Plateauing of the third-party ordering/delivery service usage**
Figure 23: Annual price comparison of a Papa John's identical small pizza, by third-party delivery services and in-person collection, based on a search in Archway, London, 2022 and 2023
- **Direct ordering driven mostly by home deliveries**

What's included

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- Home delivery
- Collection
- In-person
- Drive-through
- Mobile caterer

Figure 24: Methods of direct order, 2023

THIRD-PARTY DELIVERY SERVICES

- Usage remains substantially ahead of pre-pandemic levels
- Just Eat leads the market in terms of consumer usage
- Younger generations are core users

Figure 25: Annual changes in usage of third-party aggregators in the last 12 months, 2019-23

Figure 26: Third-party aggregators used to order home delivery and takeaway, 2023

Figure 27: Usage of third-party aggregators in the last 12 months, by generation, 2023

POPULAR CUISINES

- Chinese and pizza come out on top

Figure 28: Takeaway/home delivery food preferences, 2023

EMERGING CONCEPTS

- Willingness to access calculated promotions
- Willingness to help reduce food waste
- Willingness to order from dark kitchens

Figure 29: Participation in emerging takeaway/home delivery concepts, by age, 2023

WAYS TO ENCOURAGE USAGE

- Customisation is the order of the day
- Sustainability at risk of becoming a privilege
- Strong value propositions broaden home delivery and takeaway's appeal – TURF analysis

Figure 30: Key factors when choosing takeaway/home delivery, 2023

Figure 31: TURF Analysis – Key factors when choosing takeaway/home delivery, 2023

ATTITUDES TOWARDS HOME DELIVERY AND TAKEAWAY

- Impact of the cost-of-living crisis on treat purchases
- Scope for more aggregator-supermarket tie-ups

Figure 32: Attitudes towards value of home delivery and takeaway, 2023

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Full Report PDF

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- Figure 33: Attitudes towards third-party ordering/delivery apps, by age, 2023
- **Demand for delivery experiences centred around hyper-convenience**
 - **Tracking capabilities**
Figure 34: Attitudes towards use of advanced technology in home delivery and takeaway, 2023
 - **Emerging home delivery and takeaway methods**
Figure 35: Attitudes towards autonomous home delivery and takeaway – CHAID – Tree output, 2023
 - **Older consumers demand human experience**
Figure 36: Attitudes towards direct phoning in to order home delivery and takeaway, by age, 2023

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**
- **TURF analysis methodology**
Figure 37: Table – TURF Analysis – Key factors when choosing takeaway/home delivery, 2023
- **CHAID analysis methodology**
Figure 38: Attitudes towards Takeaways and Home Deliveries – CHAID – Table output, 2023

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Powerpoint Presentation
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