

# Attitudes to Home-delivery and Takeaway Food - UK - March 2015

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“Some concerns still linger about the quality of food offered by UK takeaway operators. Leveraging the demand for fresh and ‘real’ home-delivered food should help operators to increase their competitiveness in this market.”  
 – Helena Childe, Senior Foodservice Analyst

## This report looks at the following areas:

- Discounting challenges and opportunities
- Tapping into demand for fresh and ‘real’ home-delivered food
- Delivery with a difference

Consumers’ commitment to convenience-driven services has helped to buoy growth in home delivery and takeaway concepts, both from foodservice operators themselves as well as auxiliary services looking to capitalise on this expansion, such as online ordering portals for independent venues.

Continuing technological development has also helped drive growth in this area, although nearly half (46%) of takeaway/home delivery users still place their orders over the phone. As such, whilst there are a number of tech-savvy developments in the market (eg ‘push’ marketing via smartphones), traditional marketing methods such as direct mail still hold considerable sway in this market with 36% of users saying that leaflets/menus through their door have prompted them to order.

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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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## Trend Application

- Guiding Choice
- Prove It
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Recent developments  
Deliverance

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Price-focused decision-making

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