

Attitudes towards Home-Delivery and Takeaway Food - UK - March 2017

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“Price is a key consideration when ordering home delivery. This translates to lower consumer spend, as opposed to the average dine-in visit at a restaurant. Changing British lifestyles boost takeaway/home delivery services as consumers turn to delivery services to provide quick meals as they find themselves having no time to cook at home and to wash dishes.”

– **Trish Caddy, Foodservice Analyst**

This report looks at the following areas:

- Brands can use technology to improve packaging and delivery methods
- Potential to engage with regular customers on the phone

Time is of the essence for today’s busy Brits and this need to shave minutes off now seems to be translating to the takeaway/home delivery dining experience. Time-poor consumers are turning to delivery services to provide quick meals as they find themselves having no time to cook and wash dishes at home.

While bricks-and-mortar restaurants perceive takeaways and deliveries as opportunities to serve more customers and thus increase sales, it is notable that the current takeaway/home delivery market is still driven by phone orders and collection from a restaurant.

Home delivery is seen as a purported cheaper option than dining in a restaurant. However, with the same motivation to cut costs, users are also likely to skip side dishes, drinks and desserts when ordering home delivery. The onus is on operators to convince users to trade up when ordering home delivery through promotions and loyalty schemes. For example, if users are typically ordering food by phone, this method could be extremely powerful for operators to recommend dishes and suggest special offers on the phone.

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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
 The implications

The Market – What You Need to Know

Restaurants benefit from boom in smartphone usage

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Food operators set up delivery options
 Greggs extends delivery trial to bolster lunchtime trade
 Burger King offers home delivery through its own website

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Changing British lifestyles fuel takeaway/home delivery services
 Expansion
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 Lunch subscriptions to rival grab-and-go market
 Self-driving delivery robots
 Chatbots drive e-commerce and customer service

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Figure 17: Times of day people typically use takeaways/home deliveries, December 2016

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