

# Attitudes towards Home Delivery and Takeaway - UK - March 2020

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## This report looks at the following areas:

- Conscious consumption
- The next generation of frictionless food delivery

Third-party services such as Just Eat and Deliveroo will continue to drive growth in the UK's home delivery and takeaway market. The convenience of quick meals and more menu choices continues to attract affluent diners.

The rollout of dark kitchens (takeaway-only kitchens capable of servicing multiple restaurant operators) beyond major cities and in to large towns has encouraged more consumers to use third-party services to order takeaway food. Virtual brands (online-only brands sold exclusively through dark kitchens) offer operators the opportunity to extend their current service online, or start afresh.



“Brits are turning to third-party services to order home delivery/takeaway food, attracted by convenience and the ever-growing range of options. Virtual brands operating through dark kitchens will be crucial to expanding reach and order frequency, although operators must be upfront with consumers about how and where food is prepared in order to retain trust.”

– Lauren Ryan, Leisure

Analyst

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- **Delivery's eco-impact on the agenda**
- **Alternative delivery methods in the pipeline**

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- Competition heats up for third-party platforms

#### KEY PLAYERS – ONLINE ORDERING

- Just Eat
- Deliveroo
- Uber Eats

#### COMPETITIVE STRATEGIES – ONLINE ORDERING

- Consolidation
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- Spar and Morrisons join food waste app Too Good To Go
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- Google’s sister company explores UK drone delivery
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- **Just Eat holds on to first place**
- **Uber Eats takes second over Deliveroo**
- **Half of diners open to 'dark kitchens'**
- **Nearly half interested in adding supermarket items**

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