

Food for thought 2023

Our research has helped us uncover the takeaway ordering habits of UK consumers



£10-15

per head is the most frequent budget

38%

of 18-24 year olds order a takeaway at least 2-3 times a week

51%

say they'll order the same amount of takeaway over the next 12 months (only a 9% decline from 2019)

8%

expect to order more takeaways in the next year



2-3 people

is the most common group size to order for

31%

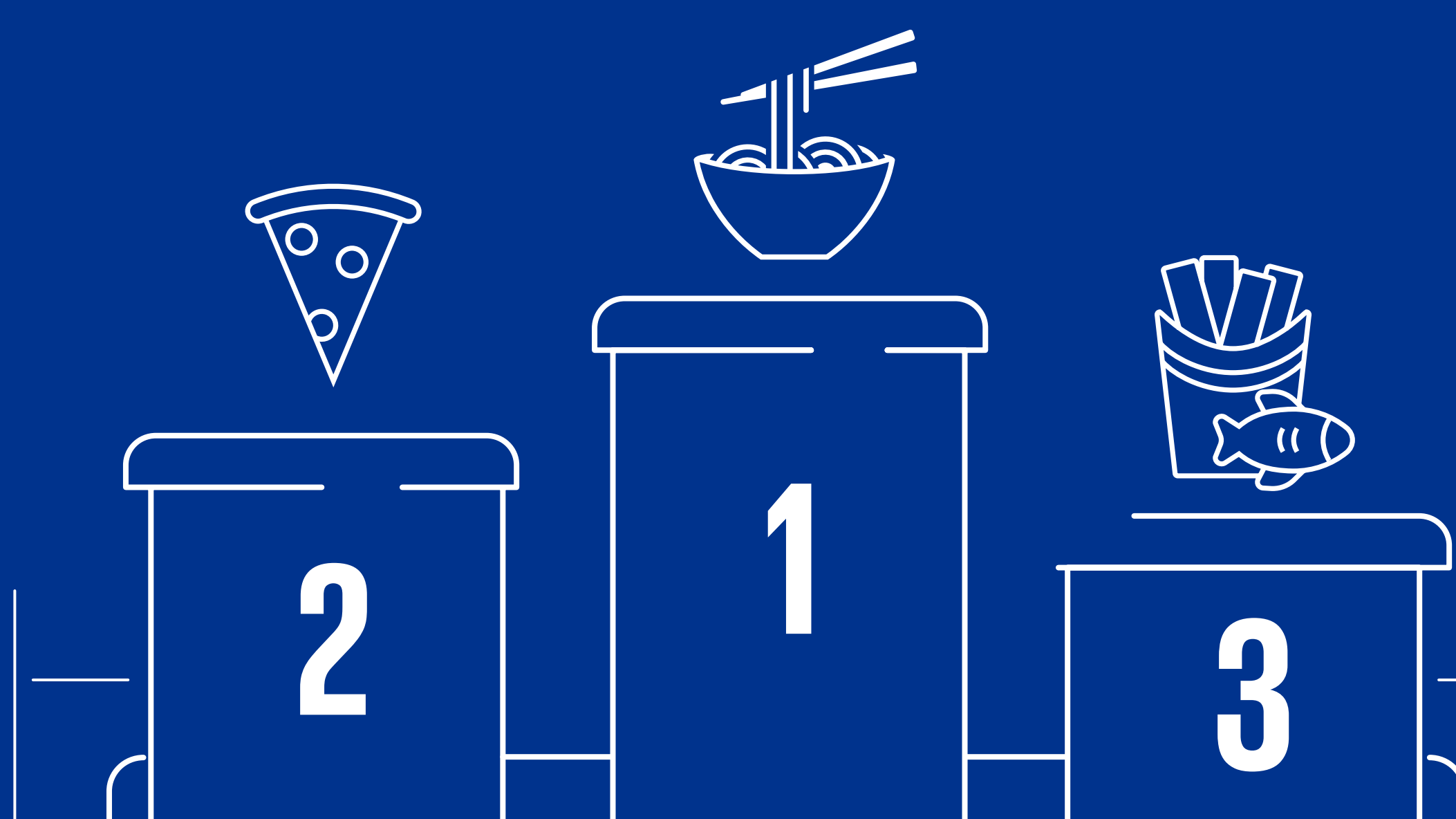
of consumers have at least one takeaway a week

58%

of these consumers are Londoners that order at least one takeaway a week

2022 popularity list

Pizza stays in second place as most popular for second year running

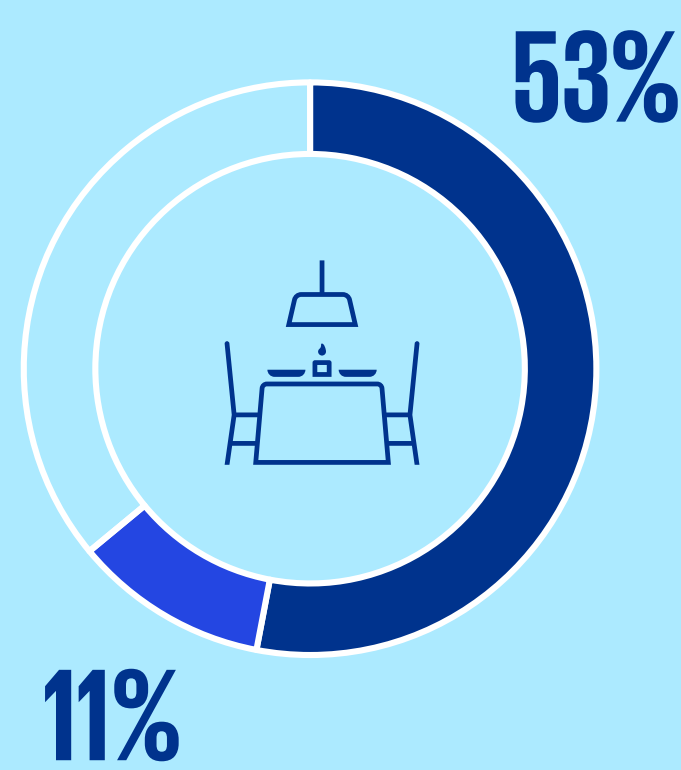


Fish and chips is a new entry as the third most popular, knocking off Indian from 2021

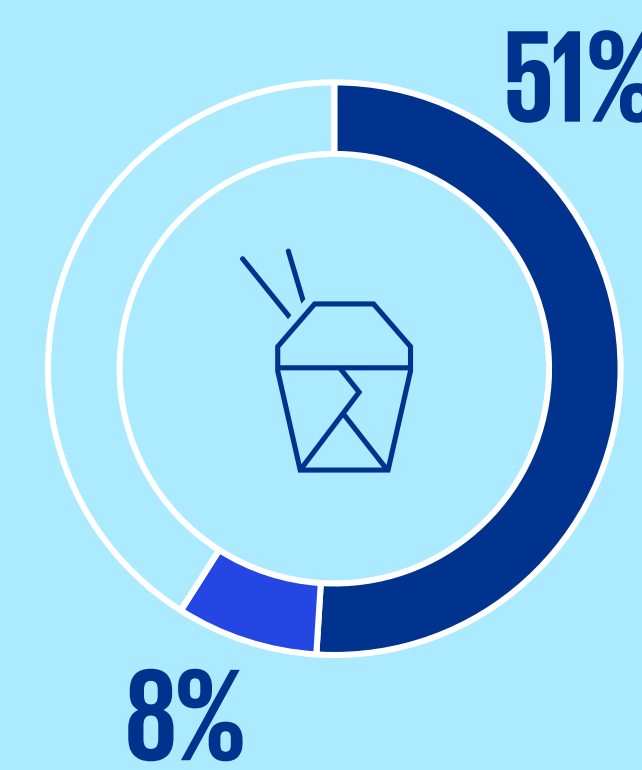
Chinese remains the most popular cuisine for second year running

What takeaway habits will consumers change over the next 12 months?

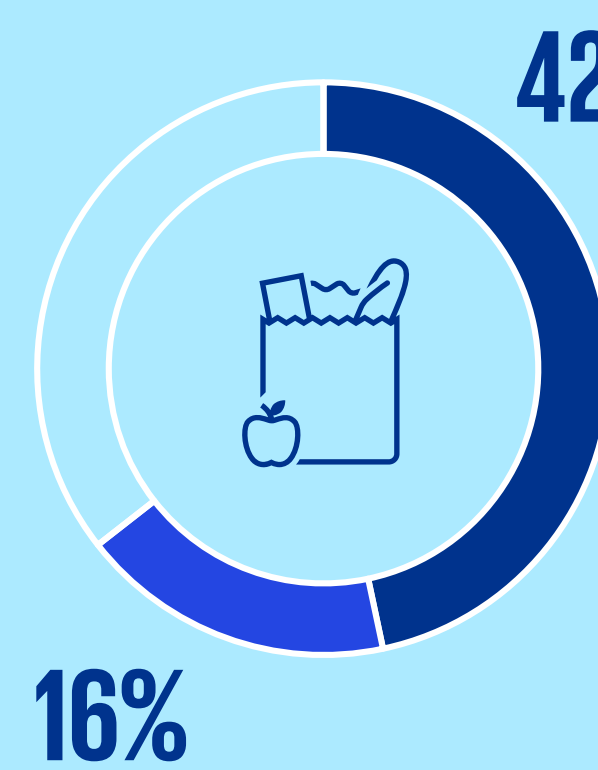
Go to a seated restaurant



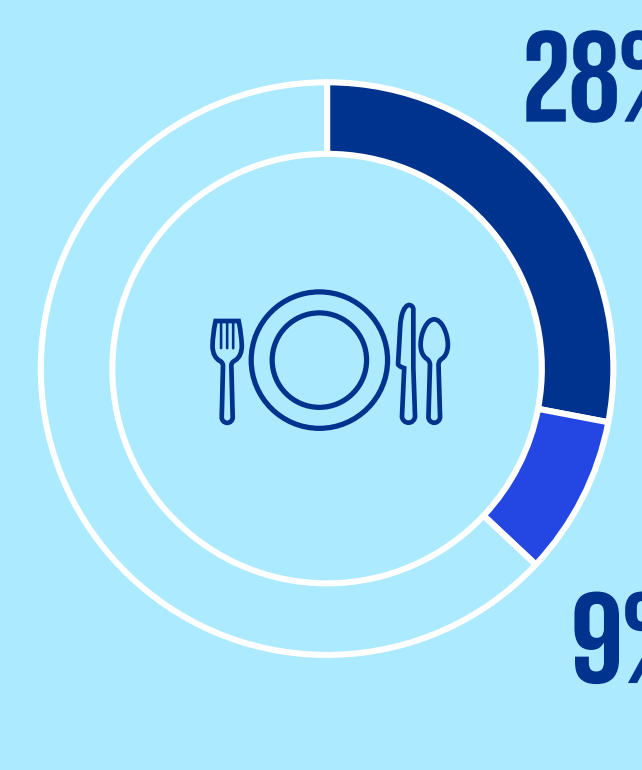
Order a takeaway for collection or delivery



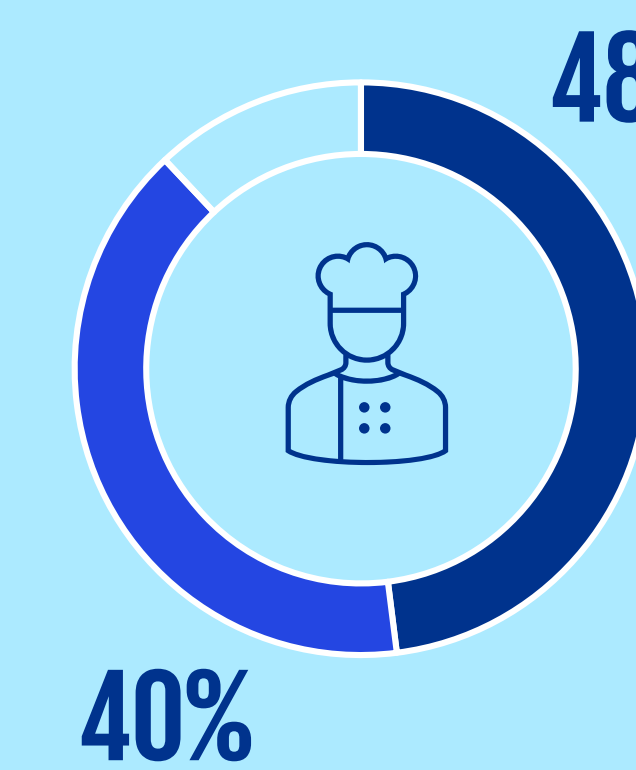
Use meal deals from the supermarket/grocery retailer



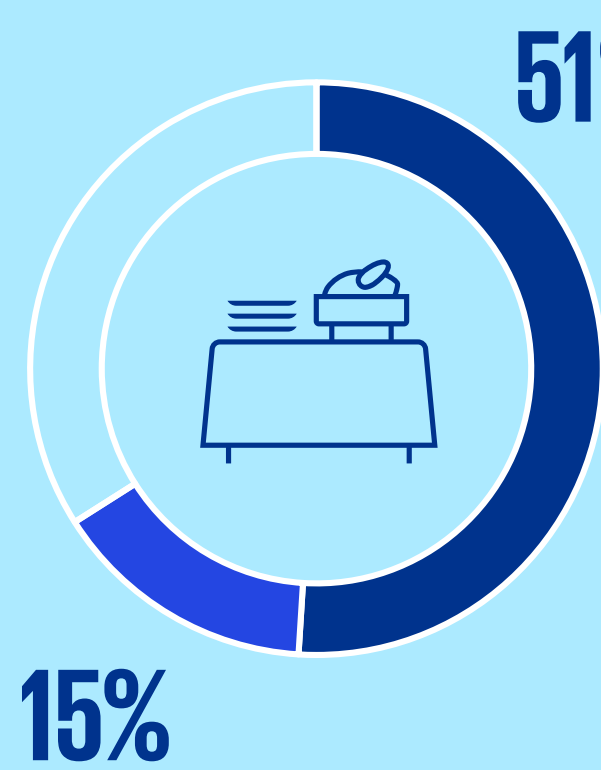
Use a meal kit provider that sends ingredients to your house



Cook from scratch at home



Use more ready meals to eat at home



■ Continue habit ■ Increase habit

What is the APPetite for ordering?

The most important criteria in choosing and using an app according to our research is:

46%

the delivery fee

38%

the time it will take to deliver

33%

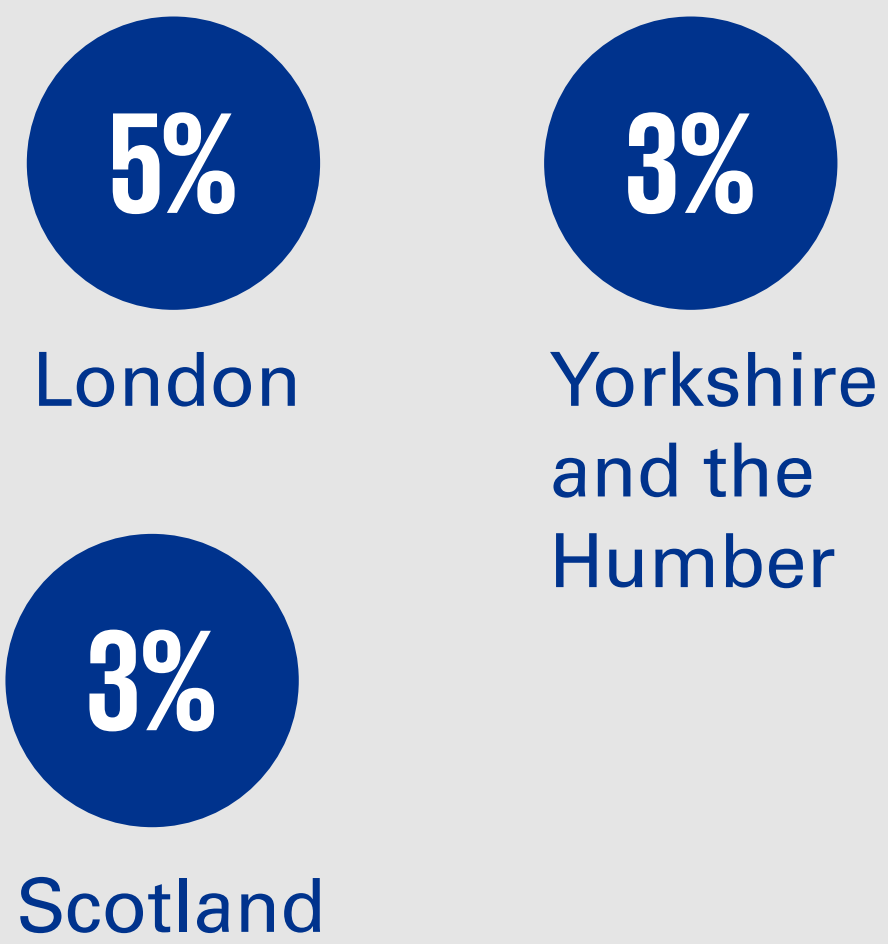
discounts and offers

“ In cost-conscious times wooing in new customers with deals could seem like a good option, however **savvy consumers may not remain as loyal if driven by price only.** They will likely benefit from the offer in the app and then switch back to their familiar outlets again, making sustainable market share build difficult ”

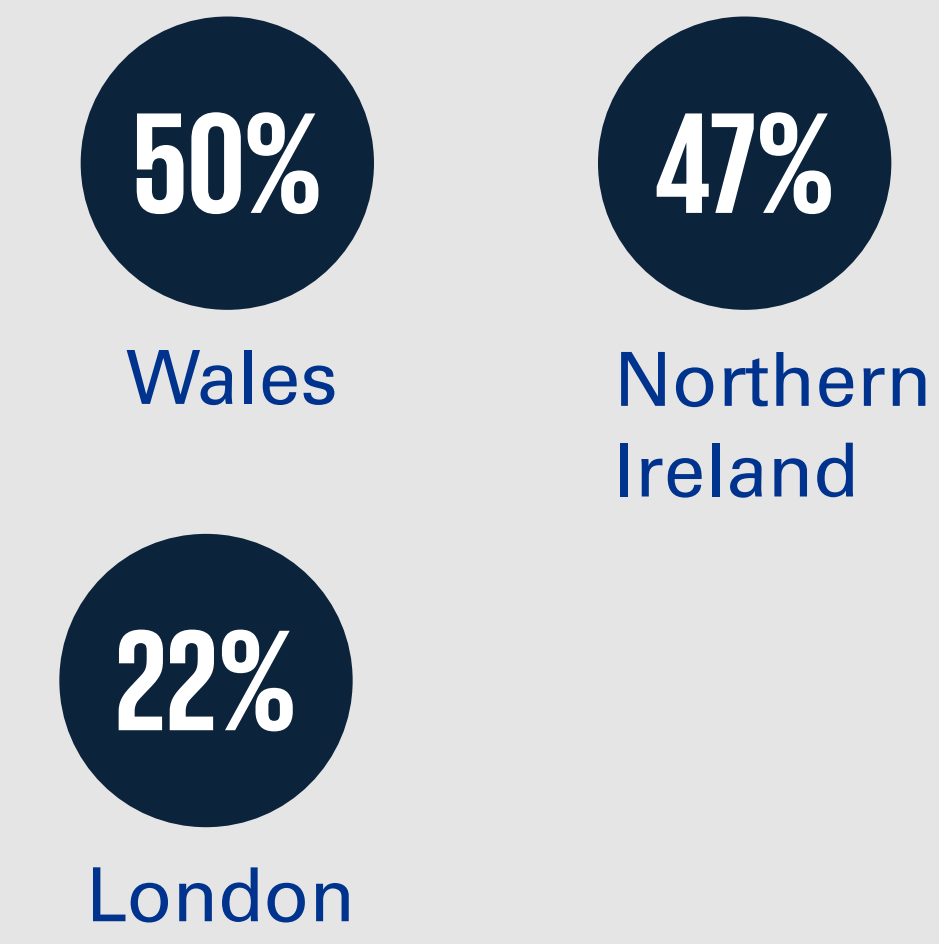
Will Hawkey,
Global Head of Leisure and Hospitality, KPMG in the UK

35% of respondents have already spent less on takeaway in the last year - but there are large regional variations

Ordering takeaways more than four times a week



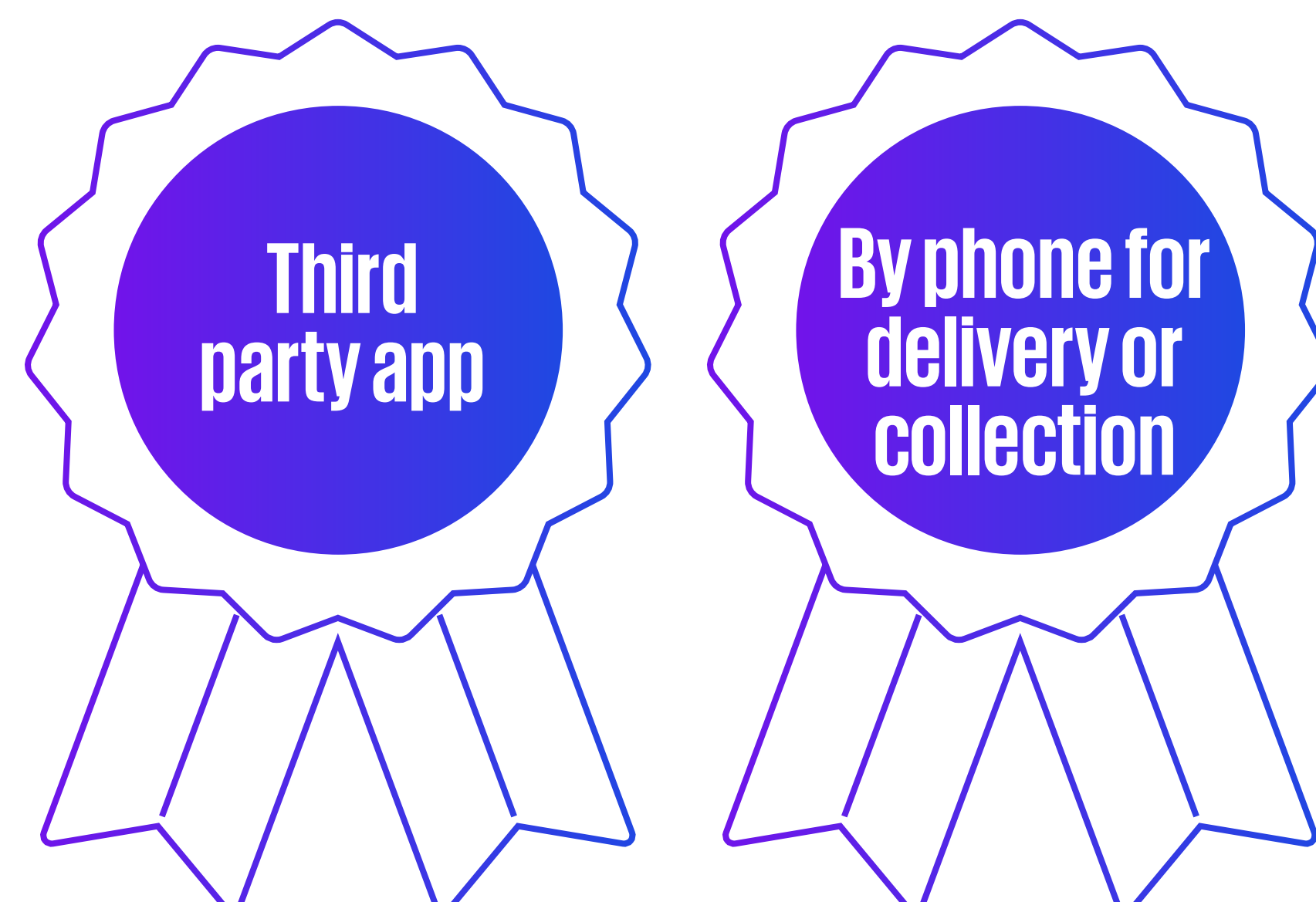
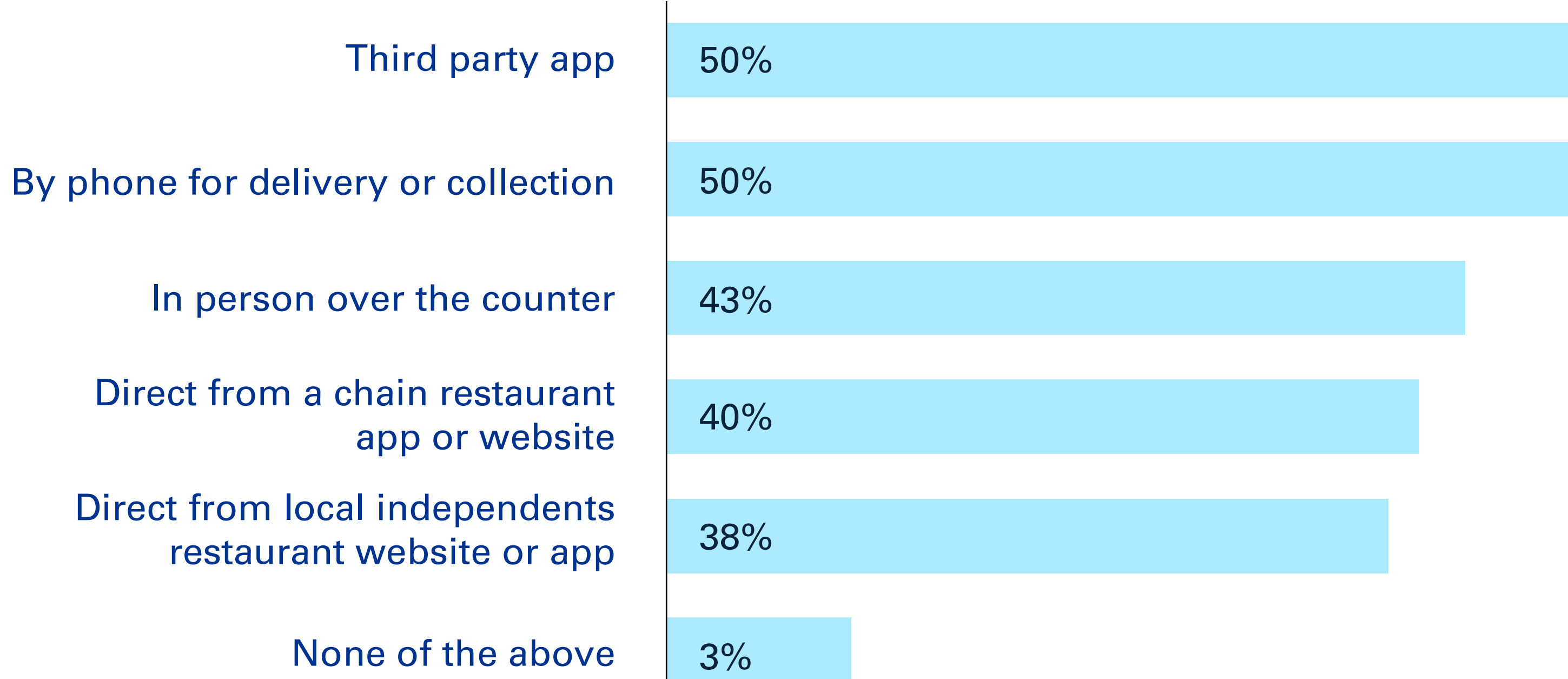
Spending less on takeaways compared to 12 months ago



Londoners are expected to increase their takeaway habits



What methods have you used of ordering takeaway food in the past 12 months?



the most popular method of ordering

