



SAVOUR THE KRUMB - THE INDUSTRY GO-TO FOR FOODSERVICE INSIGHTS



The Krumb.

.....
Delivery
& Takeaway



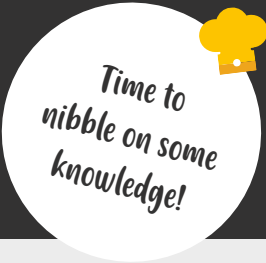
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Kara
FOODSERVICE BAKERS

Kara's Nibbles of Knowledge

Forget trend-chasing, we bake the future. Not only do we deliver the freshest bakery goods but also the freshest industry insights.



Time to nibble on some knowledge!

Market Predictions

2024

Value takes centre stage.

While the pandemic boom has subsided, foodservice deliveries and takeaways are ingrained into British lives. However, cost pressures are pushing takeaways towards becoming a rare treat. For now, the budget conscious consumer will be much more drawn to enhanced special deals and loyalty programs, enhancing the value for money.

2025-26

Hyper-connectivity era.

Consumers will start to seek options such as the merging of different cuisines or topping up their groceries along with their food takeaway orders. Platforms that leverage technology, such as AI, to make food ordering effortless will be best positioned to thrive in this landscape.



2027-28

Tech-fuelled disruption.

Technology is ramping up and will drive the market as it seamlessly integrates with consumers' lifestyles. Social media platforms will become a one-stop shop for food discovery and ordering. We expect to see drone deliveries and food lockers, catering to those seeking rapid and ultra-convenient foodservice deliveries and takeaways.

Market Stats

The UK foodservice delivery and takeaway market is resilient, offering opportunities for operators and consumers alike.

MARKET SIZE 2023

£31.58 bn

Estimated value sales for UK foodservice delivery and takeaway.

GROWTH IN 2023

5%

Estimated
YoY increase
in value sales.

LONG-TERM GROWTH

28%

Forecasted
growth over
2023-28.

MARKET SIZE BY 2028

40.5 bn



Ways to Drive Delivery



Methods to encourage customers to order takeaways/delivery.



When appealing to consumers, vendors must have the right mix of special offers and pricing, along with a strong reputation which is supported by positive reviews and excellent service.

The key to sustainable success lies in cultivating a positive online presence through exceptional service, generating long-term customer loyalty and endorsement, as opposed to a short-term, one-off sales gimmick.

82% of customers state they're more likely to order takeaway from a brand which encourages sustainable practices such as packaging. These practices create a holistic takeaway experience which will cater to modern consumers.

Driving delivery forward.

The uptake in in-person takeaways is largely driven by the use of a wider range of alternative ordering methods such as drive-throughs and mobile catering, offering greater convenience than ever before.

Many brands such as Popeyes, Greggs and Tim Hortons have expanded into drive through models, these outlets have extended opening hours showing the need for foodservice vendors to be convenience and accessibility led.

26% of consumers order a food delivery once a week or more

2/3 of consumers still prefer ordering directly from restaurants

Annual changes in methods of direct ordering food deliveries.

● Jan 23 ● Feb 24

56%

47%

Order a takeaway for home delivery.

% ↗

41%

38%

Order a takeaway for collection.
E.g. click-and-collect.

% ↗

34%

37%

Order a takeaway in person.
Excluding drive-through.

% ↗

20%

22%

Order a takeaway from a drive-through.
Including roadside service.

% ↗

Takeaways Get Tech-Savvy

Technology is shaping foodservice deliveries and takeaways, further fuelling the demand for affordability and convenience. But how can operators capitalise on technology in delivery?

Here are some key ways...



App only deals.

Operators are actively leveraging technology to compete and incentivise orders as consumers look for ways to save on takeaways. Many brands now offer tech-led brand engagement through apps, offering discounted food options exclusively through this, incentivising app downloads and loyalty through targeted deals like this one.



Subscriptions.

They're on the rise! Suggesting consumers are looking for more than just one-off discounts. New subscriptions like Deliveroo Plus, which allows for free deliveries when users meet the minimum order requirements, are a prime example of this trend.

Too good to go.

The culture of eating leftovers continues to grow year-on-year, through the use of greater anti-waste awareness. Participation in buying discounted surplus food from restaurants gained traction among consumers and operators seeking to reduce food waste and save money.

AI.

Technology is simplifying the takeaway experience. Features like voice and text assistants are being built into apps which will make the delivery landscape easier and more accessible.

Annual changes in participation in emerging foodservice takeaway concepts.

● Jan 23 ● Feb 24

28%

28%

Access special deals on mobile apps.

% ➔

12%

15%

Sign up for a takeaway/home delivery subscription plan.

% ↗

10%

13%

Buy discounted unsold food/ingredients.

% ↗

6%

10%

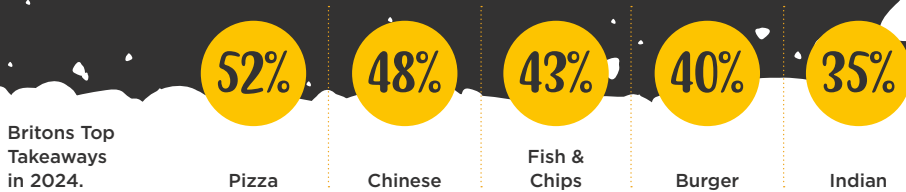
Buy from advanced technology (Amazon Alexa voice recognition and QR codes)

% ↗



Top Takeaway Choices

British consumers are devoted to comfort foods when it comes to takeaways. This trend suggests that familiarity is king. Savvy operators will focus on perfecting these classics while also keeping the door open for innovative options to tempt more adventurous palates.



Britons Top Takeaways in 2024.

Pizza

Chinese

Fish & Chips

Burger

Indian

While pizza, Chinese and fish and chips maintain their dominance, a slight drop in these established takeaway favourites is countered by a rise in trendier options like fried chicken, burgers, and Japanese cuisine.

This trend aligns with the expansion of brands catering to these preferences, such as Popeyes (fried chicken) and Five Guys (premium burger) with their focus on adopting convenient formats like drive-throughs and collections.





**Hungry For
Personalisation
In The Future**



57%



of consumers find the option to be able to **mix and match cuisines within the same order** to be more appealing, highlighting the shift away from single-cuisine takeaways. Many operators are now merging dish types with 'munch boxes' to appeal to consumers looking for more options but also better value for money offers.

54%



of consumers would like the **ability to order groceries with a delivery** as they find this more convenient. This showcases that in the future, delivery apps will be the one stop shop for all shopping solutions.

51%



of consumers state that they are **open to receiving recommendations based on past orders**, showing the embrace not only to technology but also to new flavour profiles and cuisines. This not only enhances the takeaway experience but also shows the need for personalisation on takeaway apps for the future.



Data collected from Mintel, 2024 and Lumina Intelligence, 2024