

# UK Foodservice Delivery Market Report 2021

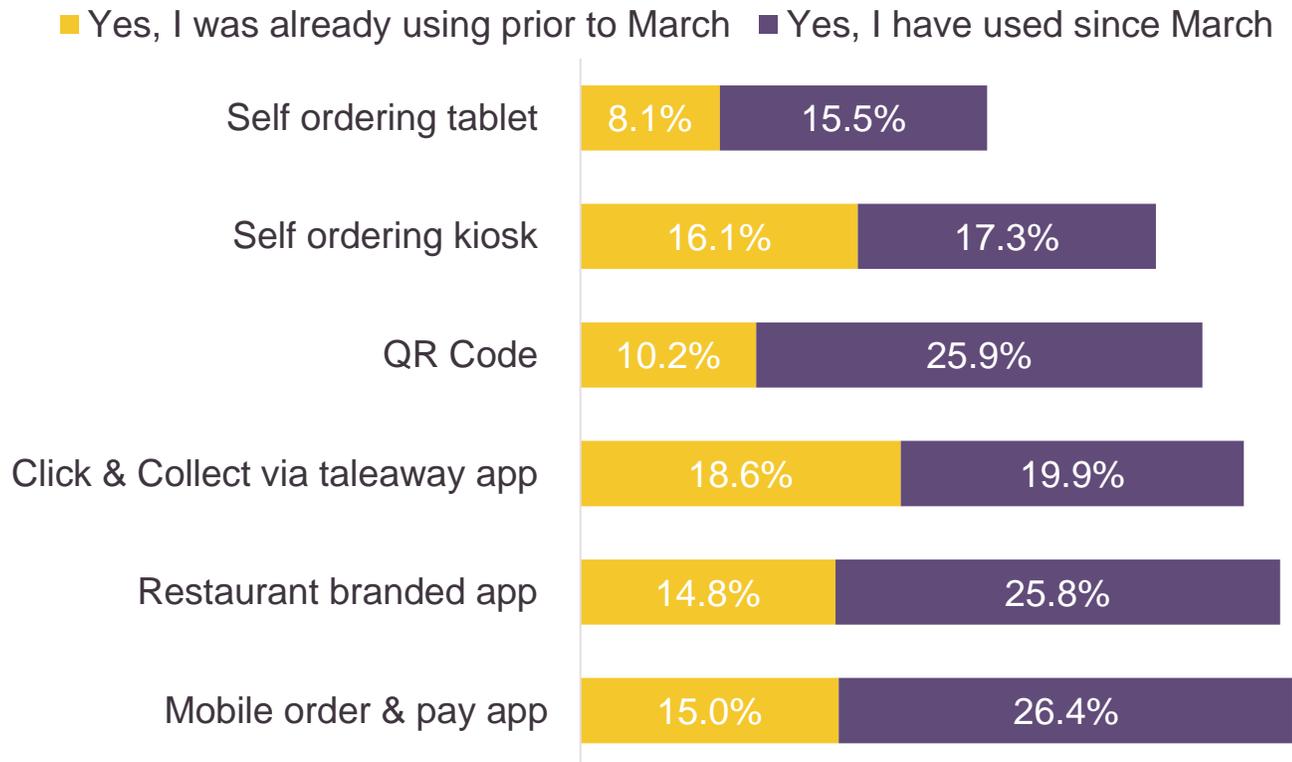
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# TECHNOLOGY UPTAKE IS A POSITIVE LEGACY FOR DELIVERY

The pandemic has accelerated operator implementation and consumer uptake of technology and going forward all demographics will be more comfortable using delivery technology, as it becomes more mainstream.

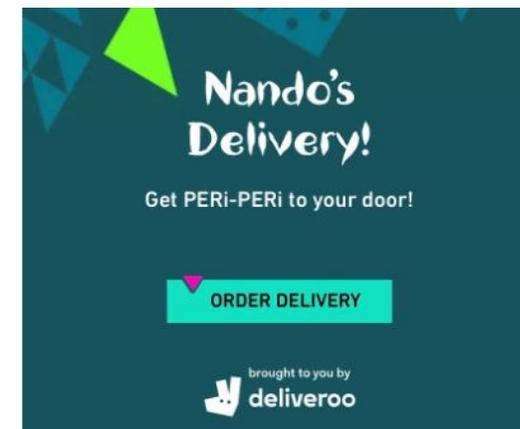
**Q: Have you used any of the following in restaurants since the Coronavirus pandemic started?**



Source: Lumina Intelligence bespoke consumer survey, January 2021

## Nando's website integrated delivery options

Nando's entered into an exclusive partnership with Deliveroo in 2020. In an industry first, Deliveroo's ordering technology has been integrated into Nando's own website under a new "brought to you by Deliveroo" service.



# FOODSERVICE BRANDS TARGETING DELIVERY FOR GROWTH

Foodservice operators from all sub-channels are developing delivery propositions that tap into changes in consumer behaviour and greater time spent at home. Specifically, there has been a focus on suburban areas, with operators developing dark kitchens in neighbourhood locations.



**Pizza Express creates virtual delivery brand 'Mac & Wings'** catering for the specific demands of the delivery customer. Based on extensive customer research the menu includes 6 variations of chicken wings, 7 variations of Macaroni cheese, a selection of sides and desserts along with soft or alcoholic beverages.



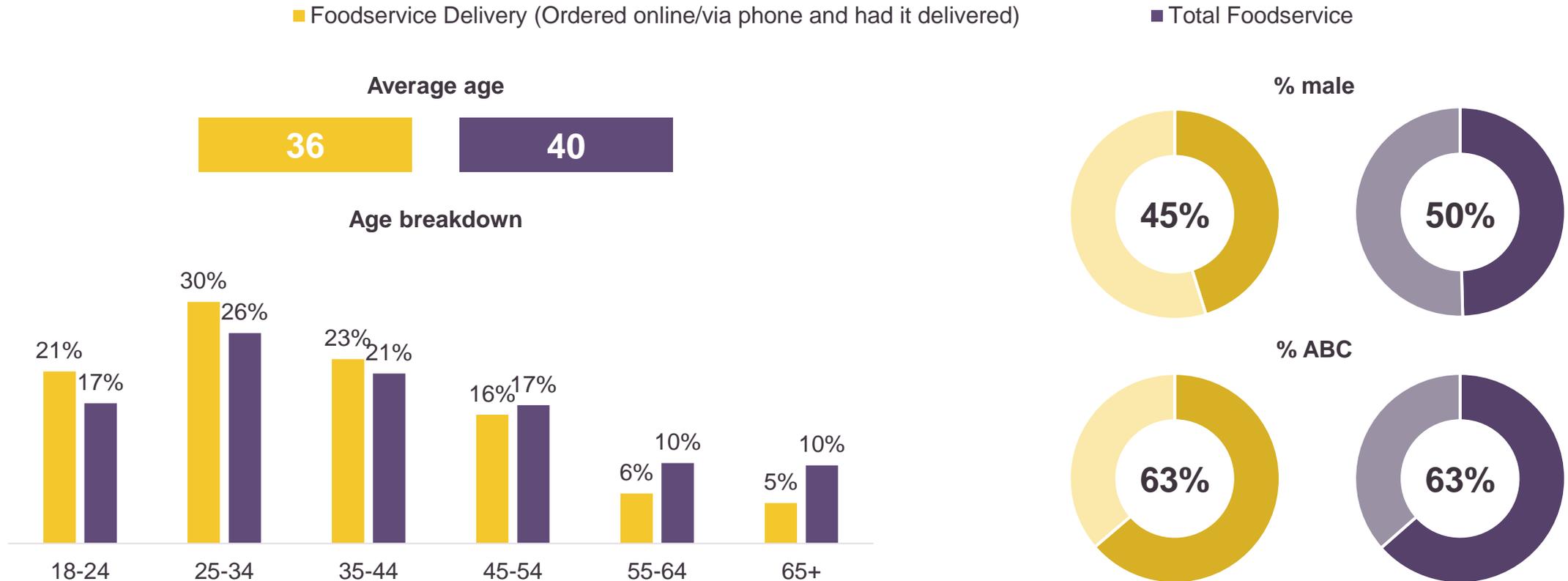
**Pret a Manger has rolled out its delivery only 'Dinners by Pret' evening meal service to 30 sites around London.** Available via Just Eat, Deliveroo and Uber Eats, Pret is offering a range of pastas, soups and bowl-style dishes to grow its evening revenue stream as it looks to offset losses from its city-centre focused estate.



**Azzurri Group's Coco di Mama is expanding through delivery-only kitchens.** The brand has over seven dark kitchens in London and has recently expanded outside of the capital using existing ASK Italian and Zizzi kitchens. The London-centric brand is adapting to reduced city-centre footfall.

# THE FOODSERVICE DELIVERY USER IS YOUNGER THAN TOTAL MARKET

Foodservice delivery users are 8pp more likely to be under 34 years old than the average total foodservice participant. Both foodservice delivery and total foodservice have an ABC1 skew and an almost equal gender split.

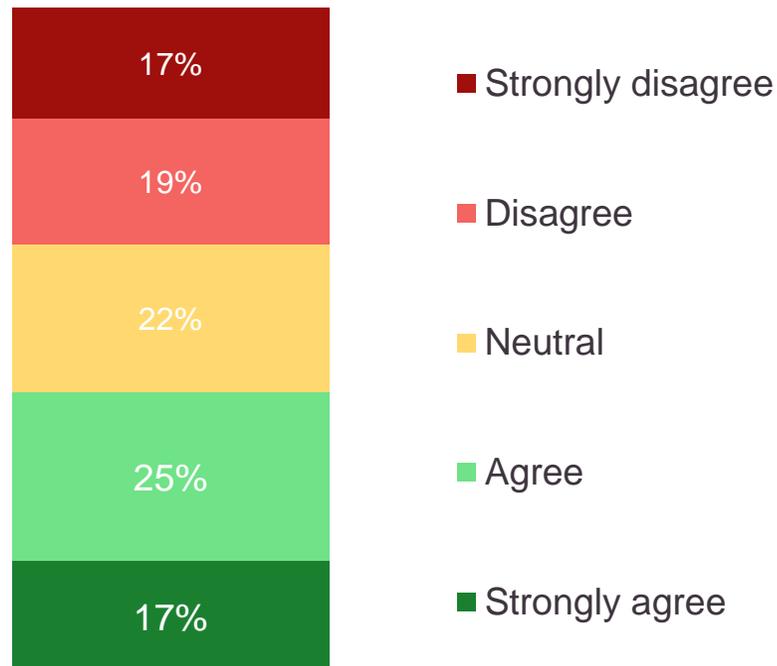


Source: Lumina Intelligence Eating and Drinking Out Panel 02/11/2020 – 21/02/2021

# HEALTHIER EATING AN IMPORTANT TREND FOR DELIVERY

Healthier eating is more important to consumers post-pandemic, meaning that operators need to develop concepts and propositions that tap into this trend or risk reduced uptake as consumers perceive delivery to be an indulgent treat.

Coronavirus has motivated me to change my diet to be healthier



Source: Lumina Intelligence Channel Pulse, 2020

## Protein Pizza Co.



### Protein Pizza Co.

★ 4.8 Excellent (11) · Pizza · Healthy

- Lower calorie and high protein pizza brand Protein Pizza Co. is targeting health conscious consumers with a lighter version of a delivery classic.
- Overcoming consumer perceptions of foodservice delivery being an occasional treat will drive growth in the coming years.

## Gainz Health Kitchen



- Manchester-based healthier eating concept Gainz has expanded its delivery offerings partnering with Deliveroo and Uber Eats.

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# Get in touch

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