Food for thought 2023

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

2022 popularity list

Plaza steak: second place continues to grow in popularity for second straight year

Chinese remains the most popular cuisine for second year running

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

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

What is the APPetite for ordering?

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 Hawkley, Global Head of Leisure and Hospitality, KPMG in the UK

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

The takeaway survey was conducted with the objective to identify any upcoming opportunities for retailers and quick commerce companies in the takeaway market.

The questionnaire contained 26 questions, including how much do you normally spend per person when ordering food in, what type of restaurant do you order your takeaway or food from, what are your key reasons for not ordering takeaway food frequently, among others.

The sample size selected included 4,000 nationally representative UK adults.

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