

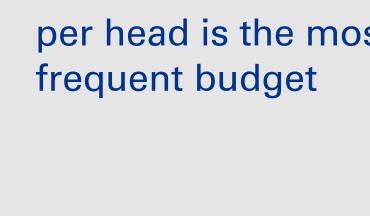
# FOOG for thought 2023

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





£10-15 per head is the most frequent budget





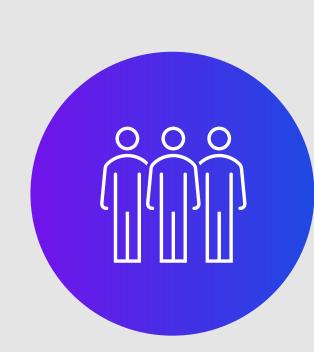
of 18-24 year olds order a takeaway at least 2-3 times a week



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



expect to order more takeaways in the next year



2-3 people is the most common group size to order for



of consumers have at least one takeaway a week

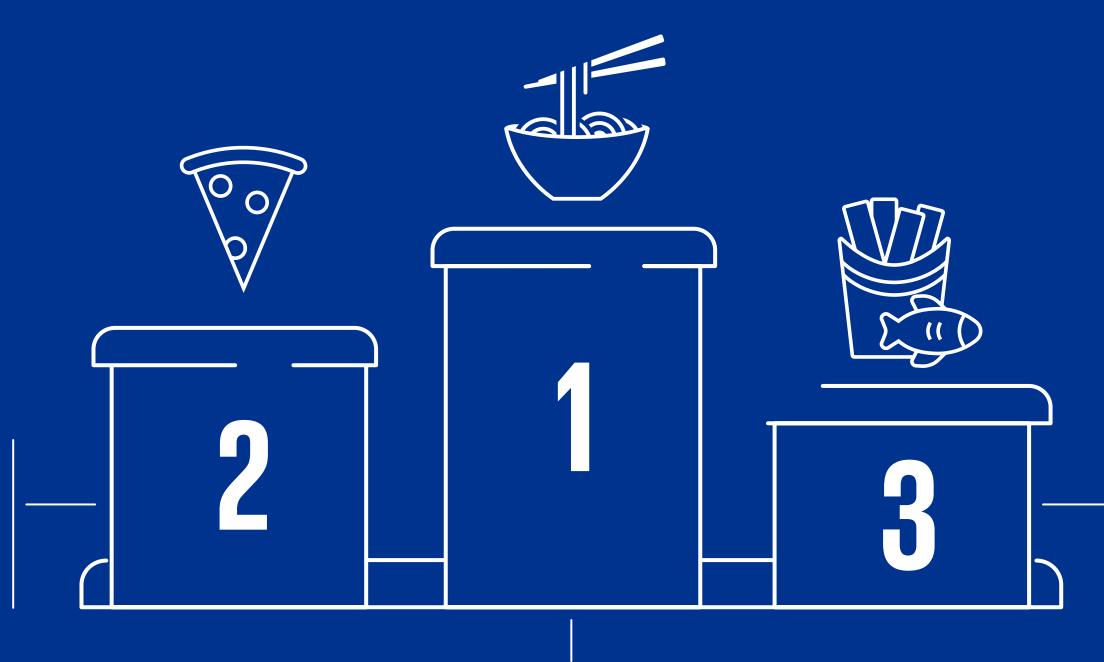


58%

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

## popularity list

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



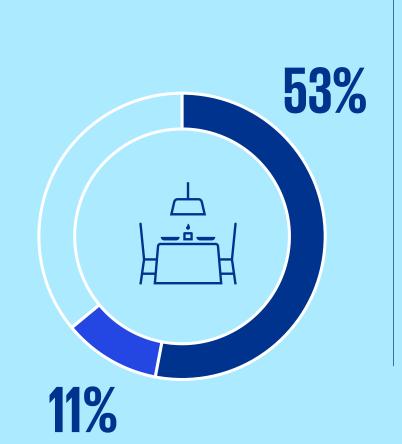
Fish and chips is a new entry as the third most popular, knocking off Indian from 2021

Chinese remains the most popular cuisine for second year running

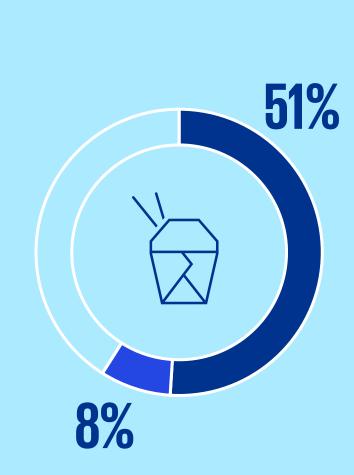
#### What takeaway habits will consumers change over the next 12 months?

Go to a seated

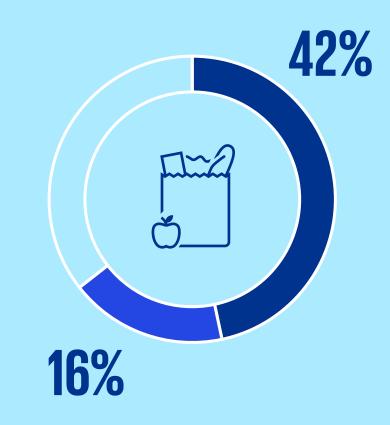
restaurant



Order a takeaway for collection or delivery

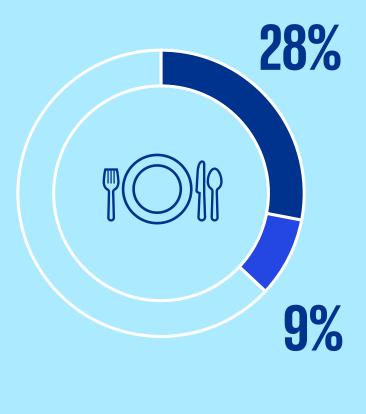


Use meal deals from the supermarket/ grocery retailer



Continue habit

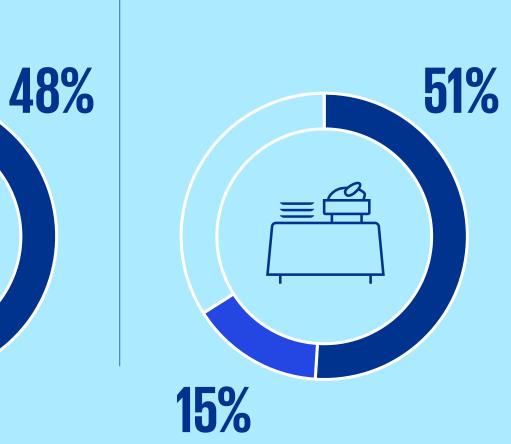
Use a meal kit provider that sends ingredients to your house



Increase habit

Cook from scratch Use more ready meals to eat at

at home



home

## Whatisthe APPetite for ordering?

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

46% the delivery fee

the time it will take to deliver

discounts and

offers

40%



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

### 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

3%

Yorkshire

and the

Humber



London



Scotland

takeaway market

takeaway food frequently, among others

**Spending less on takeaways** compared to 12 months ago

47%

Northern

Ireland



Wales



London

Londoners are expected to increase their takeaway habits



to increase takeaway use (compared to only 11 % in the previous year)



to increase orders 2-3 times a week



to increase ordering once a week



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

Third party app 50% 50% By phone for delivery or collection In person over the counter 43%

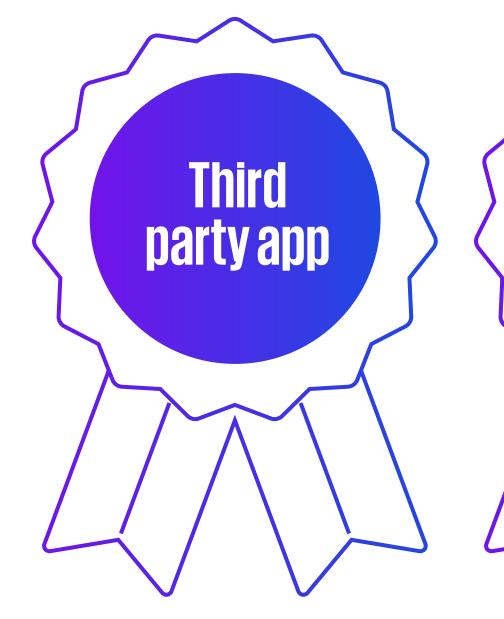
3%

Direct from a chain restaurant app or website

Direct from local independents restaurant website or app

None of the above

40% 38%



By phone for

delivery or

collection

the most popular method of ordering



The takeaway survey was conducted with the objective to identify any The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavour to upcoming opportunities for retailers and quick commerce companies in the provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation. The questionnaire contained **26 questions**, including how much do you normally © 2023 KPMG LLP, a UK limited liability partnership and a member firm of the KPMG global organisation of independent member firms affiliated with KPMG International spend per person when ordering food in, what type of restaurant do you Limited, a private English company limited by guarantee. All rights reserved.