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**Foodservice delivery to account for a greater share of consumer meals post Coronavirus**

According to Lumina Intelligence’s new Foodservice Delivery Market Report Update 2020, the positive impact of coronavirus on the foodservice delivery market is set to provide a long-lasting boost once the pandemic ends.

Prior to the coronavirus pandemic, delivery accounted for one meal per consumer per month on average. During the lockdown period this increased to five meals, as consumers turned to foodservice delivery for a treat and to fill the void of not being able to eat out. Despite the UK moving out of lockdown and the hospitality sector reopening, foodservice delivery continues to account for three meals per consumer per month.

Increased exposure to foodservice delivery during lockdown and increased interaction with apps will provide a long-lasting boost to foodservice delivery in the future, as more operators see the benefit of having a delivery service and consumer confidence gradually returns.

For consumers not engaging with foodservice delivery, the main barrier was price (24%), with other barriers including food safety concerns (16%) and a lack of options (9%). As the UK officially enters a recession, price is set to play a more defining role, as consumers tighten their belts and cut back on discretionary spend. In fact, the report shows that 63% of consumers are actively trying to save money.

Blonnie Walsh, Head of Insight at Lumina Intelligence said, *“When the UK first entered lockdown, demand for foodservice delivery outstripped supply, with major players completely closing their operations. At the end of March only 19% of operators were offering a delivery and/or collection service. However, throughout lockdown many nationwide operators became delivery/takeaway only and smaller operators introduced delivery for the first time. This saw foodservice delivery’s share of total meals grow five-fold.”*

*“With the UK moving out of lockdown and the hospitality sector reopening, foodservice delivery penetration will regress. However, the enhancement of technology and increased exposure to the channel during lockdown will result in a long-term boost for the market. Price remains a key barrier to entry, but those operators that demonstrate value for money are set to reap the rewards of increased demand.”*

**ENDS**

**Report methodology**

The data within Lumina Intelligence Delivery Market Report Update 2020 was collated in the following ways:

* **Lumina Intelligence Channel Pulse** - A unique multichannel solution focused on understanding evolving consumer behaviour and attitudes, comprised of online feedback from a nationally representative sample of 1,000 respondents every week
* **Lumina Intelligence Business Recovery Bespoke Survey** - Online study of 1,000 nationally representative UK adults
* **Lumina Intelligence Operator Data Index** - Data collected monthly during lockdown for hospitality brands in Lumina Intelligence Operator Data Index, to ascertain whether an operator was open and running a takeaway/collection and/or delivery service or closed. A total sample of 385 operators were ana lysed for the purposes of this report
* **Lumina Intelligence Foodservice Delivery Market Report 2019/20** - Comparisons have been made to this report when relevant
* **Desk Research** - News articles and trade press, as well as company websites and social media pages

**About Lumina Intelligence**

Lumina Intelligence inspires the global food and drink sector with deep, actionable insights powered by the world’s best analytics technology. Our products and services are used by the major brands and organisations in these fast moving and growing markets to support business planning, strategic marketing and new product development.

With offices in London, Chicago, Montpellier, and Singapore, and local on the ground analysts across our businesses, you can trust our market knowledge. We are committed to providing all our customers with up to date accurate information to support critical decision making.

Combining the expertise and experience of HIM, MCA Insight and Lumina Intelligence, we are the experts in market and consumer insight across the food & drink and nutrition markets.

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