**CONTACT INFORMATION:**

**Lumina Intelligence**

**Giorgio Rigali**

**07545990030**

**Giorgio.rigali@lumina-intelligence.co.uk**

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**Foodservice delivery maintains market share throughout Summer, despite restrictions easing**

According to the latest quarterly update to the Lumina Intelligence UK Foodservice Delivery Market Report 2021, from June to September (14/06/2021 - 05/09/2021), foodservice delivery’s share of total eating out occasions each week remained steady between 16% and 19%.

Pub restaurant has entered the top 8 delivery channels by share, as the delivery roll out at Mitchells & Butlers and Greene King sees delivery from pub restaurants achieve a 7% share. The traditional fast food, delivery specialist and branded restaurant channels continue to dominate with a combined share of over 70%.

The share of delivery consumers aged 45+ has declined by 5ppts in the last 12 weeks with these consumers returning to on premise dining following growing confidence in socialising. Over the 12 weeks, 18-34 year olds accounted for 53% of total foodservice delivery occasions.

‘Didn’t want to cook’ has increased by +3ppts as the top reason (27%) for ordering delivery, aligning with the school holidays and summer vacations and displaying the importance of strong marketing from delivery operators.

Spend on delivered drinks has increased +17% in the latest 12 weeks to £4.97. Growth in drink spend can be attributed to the decline in water purchases (-2ppt) with fruit juice/smoothie (+1ppt) and hot chocolate (+1ppt) growing share of drink purchases.

Consumers choosing a venue based on past experience has increased by +2ppts vs the previous 12 weeks. Value for money considerations are also becoming more important increasing to 36%, up +2ppts on the previous period.

Commenting on the results, Blonnie Whist, Insight Director at Lumina Intelligence said, *“During peak coronavirus lockdown periods, foodservice delivery’s share of total eating out occasions peaked at 32%. However, despite restrictions easing and the warmer summer weather, its share of total occasions remains stable around 16-19% each week. We expect this to continue to grow as the nights draw in and the winter season approaches.”*

*“Delivery will continue to offer growth potential for operators, which is apparent in an increase in share for pub restaurants. Drinks present a great opportunity to operators, with nearly half of all delivery occasions including drinks. Average spend per person on delivered drinks is increasing, so operators can capitalise on this to increase order value.”*

You can find out more about our UK Foodservice Delivery Market Report 2021 [here](https://store.lumina-intelligence.com/product/uk-foodservice-delivery-market-report-2021/).

**ENDS**

**Report methodology**

The data within the Lumina Intelligence UK Foodservice Delivery Market Report 2021 was collated using:

* Consumer eating out behaviour data based on 78,000 surveys across the year from Lumina Intelligence’s Eating & Drinking Out Panel.
* Consumer awareness, usage and attitudes based on a bespoke survey (n=1000 nat rep)
* Analysis of leading delivery players from Lumina Intelligence Operator Data Index, which tracks the performance of 700+ leading operators
* Business Leaders perspectives from Lumina Intelligence Top of Mind business leaders survey and Hospitality Leaders Poll

**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.

<https://www.lumina-intelligence.com/>