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**Bad weather and rising Covid cases drive demand for foodservice delivery**

According to the latest update to the Lumina Intelligence UK Foodservice Delivery Market Report 2021, in the 12 weeks ending (12WE) 28/11/2021, delivery occasions increased by +2ppts. There was a small increase in the number of delivery occasions at the start of October, due to the increase in offers available in the build up to Halloween.

In November, delivery’s share of total eating out occasions peaked at 19%, having dropped as low as 15% during October. This increase is likely due to the recent bad weather - Storm Arwen - causing people to stay inside as well as concerns for the Omicron variant.

McDonald’s continue to dominate foodservice delivery, accounting for 19% of total foodservice delivery occasions during the 12 week period. Five Guys has appeared in the leading brands by share of occasions for the first time, with the brand putting a greater focus on its delivery service as a result of strong delivery sales throughout the pandemic.

Older consumers aged 45-65+ have grown share of delivery occasions by +4ppts, however it remains that younger consumers are the driving force behind the growth of foodservice delivery, with one-in-two delivery consumers aged 18-34.

**Share of total occasions by age:**

|  |  |
| --- | --- |
| 18-24 | 20% |
| 25-34 | 31% |
| 35-44 | 23% |
| 45-54 | 16% |
| 55-64 | 7% |
| 65+ | 5% |

*Didn’t want to cook* (24%), *Treat* (18%) and *To spend time with family* (9%) are the three most common reasons for consumers ordering foodservice delivery.

The top three reasons for choosing a particular establishment are *I’ve been there before, It’s good value for money* and *Quality of ingredients.*

Commenting on the report findings, Blonnie Whist, Insight Director at Lumina Intelligence said, *“With the weather turning colder, we expect to see an uptick in delivery over the Winter months. However, with the volume of Covid cases rising rapidly and the potential for tougher restrictions, delivery could become critical to operators once again over the coming weeks and months. Consumers are likely to become more selective on how they spend their free time, opting to stay in with friends rather than go to busy pubs or restaurants in order to limit risks and ensure festive plans don’t have to change last minute due to isolation.”*

**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.

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