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BRANDS

# The Secret to Success on Delivery Platforms: Mastering Your Branding



# Better branding, better understanding: unpacking customer experience on delivery aggregators

The food delivery market has grown rapidly over recent years, and the pace of growth looks set to increase in the decade to come.

Already well established before the world had ever heard of “Covid-19”, the use of delivery services was further accelerated by the pandemic and its lockdown restrictions. As restaurants, cafés, pubs and hospitality venues were forced to shut for large periods of 2020 and 2021, many turned to delivery services to keep revenue coming in. This often meant relying on platforms – or delivery aggregators, as they are commonly known – such as Deliveroo, Just Eat, Uber Eats, Grubhub, and so forth.

Even as the world moves beyond the hardships of the coronavirus pandemic, consumer demand for food deliveries is only growing. Indeed, estimates suggest that the global online food delivery market is expected to grow from \$167.54 billion in 2022 to \$432.32 billion by 2030, at a compound annual growth rate of 12.58% across the eight-year period.

Consumer habits are one key factor – people now expect the speed, choice and convenience of being able to order takeaway meals with a few taps of their smartphone or clicks on their laptop. Furthermore, the proliferation of these devices globally means more consumers are able to access delivery aggregators, thereby expanding market size.



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On the one hand, it ensures there is a sizeable market of consumers ready to purchase from them via aggregators. They could serve more customers than would ever have been possible previously, boosting turnover significantly.

On the other hand, however, those selling their food on aggregators like Deliveroo or Uber Eats will find themselves operating in a competitive marketplace. With so much choice available to consumers – particularly those in larger towns and cities – how can they stand out and ensure success?

To help answer this all-important question, Peckwater Brands has commissioned timely new research.

An independent survey of 2,000 UK adults, carried out at the start of 2023, examines how often consumers order from food delivery aggregators, what influences their choices when using these platforms, and which cuisines are the most in demand.

This report includes detailed analysis of the findings, along with further insights to aid kitchen operators around the world.



# Key findings at a glance...

Between 27 January and 1 February 2023, a nationally representative sample of 2,000 UK adults completed an online survey commissioned by Peckwater Brands and conducted by leading independent market research agency Opinium. We found:



32% of UK adults order a takeaway from a delivery aggregator at least once a month

- 10% do so at least once a week, rising to 18% among the 18-34-year-olds



Only 38% never use food delivery aggregators – although this is true of the majority (63%) of over-55s



Of those who order from delivery aggregators at least once a month on average...

- Two-thirds (64%) base their choice of outlet on user ratings
- 80% will not order from the same place again if they have a bad experience
- 50% say good photos of the food are important to them
- 59% are more likely to order from a business again if the takeaway's packaging and presentation are of a high-quality
- 53% like healthy takeaway options and 29% look for takeaways with vegan choices



When asked to select their three favourite takeaway cuisines...

- Italian and pizza was the most popular choice, selected by 50% of takeaway customers
- Chinese (selected by 48% of respondents), Indian (38%), burgers (36%) and fried chicken (28%) completed the top five



# How often do people use delivery aggregators?

There is a weight of data to show the rapid growth of delivery aggregators over recent years, as well as the projected size of this market in the years to come.

But when it comes to the consumers, how often are they ordering takeaway meals from the likes of Deliveroo, Uber Eats or Just Eat? Peckwater sought the answer.

According to the nationally representative sample of 2,000 UK adults, on average, 2% order from a delivery aggregator multiple times a week, 8% do so weekly, the same number (8%) do so fortnightly, and 14% do so monthly.

That means just under a third (32%) of consumers order takeaways via delivery aggregators at least once a month. The figure rises sharply to 58% among those aged 18-34. Students (48%) and those in full-time work (46%) are also more likely to use delivery aggregators on a monthly basis.

A further 15% of UK adults said they will order from delivery aggregators every few months, with just 38% saying they never use the platforms, though this is true of the majority (63%) of those over 55.

Peckwater's data highlights the ongoing consumer demand for takeaways. Even in the midst of a global cost-of-living crisis, it is evident that people are continuing to use delivery aggregators with great frequency.

Indeed, previous research carried out by Peckwater in September 2022 found that the majority (63%) of UK adults still consider takeaways a treat that they look forward to despite the cost-of-living crisis. Further, on average a UK consumer spends £508 on takeaway meals each year.



# What influences their choices?

Having established the frequency with which consumers are using delivery aggregators, and how that varies among certain demographics, Peckwater delved into customers' decision-making process.

Delivery aggregators often list dozens of choices for their users – for those in larger towns and cities, there could be hundreds of different restaurants and takeaways to choose from. So, how do consumers decide upon the business they want to order from?

User rating is a critical factor – the vast majority (64%) of people who order from delivery aggregators at least once per month said they “always” consider the user rating when choosing their takeaway option.

Brand awareness is also a decisive factor, with almost half (48%) of respondents saying they only order from brands they have heard of before.

Elsewhere, Peckwater's study showed that the way a meal is packaged and presented is another critical factor, with three-fifths (59%) of regular delivery aggregator users saying this will influence their decision to order from a business again. Further, 50% said the quality of the pictures used on the platform will sway their choice.

Other people's views are evidently highly influential. But one's own experience of having ordered from a restaurant or takeaway before was even more important – four-in-five (80%) stated they would never order from the same place twice if they had a bad experience the first time around. Evidently, with so much choice, businesses typically only have one chance to build loyalty with a customer.



# Demand for healthy and vegan choices

Peckwater's research also uncovered other customer demands that hospitality businesses listing on delivery aggregators could take note of.

For one, just over half (53%) of people who use delivery aggregators on a monthly basis would like healthy food options. This view was more common among women (57%) than men (49%). Meanwhile, more than a quarter (29%) said they look for takeaways that offer vegan dishes.

The rising number of people adopting vegan, vegetarian or flexitarian (reduced meat) diets has been well documented and is often particularly evident during the annual Veganuary campaign

– where people eat vegan for the month of January. The number of people partaking in Veganuary hit record highs in 2022, with over 629,000 people signing up from 228 countries. By comparison, there were 582,000 participants in 2021, which was a notable uptick from 400,000 participants in 2020 .



# What are the UK's favourite takeaway cuisines?

Each country will boast its own unique collection of favoured cuisines, particularly when it comes to people ordering takeaways. But these are not necessarily dictated by one's traditional national foods – as clearly demonstrated by Peckwater's survey.

The UK consumers who use delivery aggregators on a monthly basis were given a list of different cuisines and takeaway genres, from which they were asked to select their three favourite options.

We found that Italian food (including pizza) was the most popular choice, with 50% of regular delivery aggregator users selecting this. Chinese (48%), Indian (38%), burgers (36%) and fried chicken (28%) completed the top five.



## Here is the full list:

Which cuisines are you most likely to choose when ordering a takeaway from a delivery aggregator? Please select up to three answer options.



50%

Italian / pizza



48%

Chinese



36%

Indian



34%

Burgers



28%

Fried Chicken



20%

Kebab



10%

Fish and chips



9%

Japanese / sushi



9%

Turkish



7%

Thai



5%

Vietnamese



5%

Caribbean



5%

Korean



# Keeping pace with consumer demands and food trends

Peckwater's research is packed full of insights, not just for UK kitchen operators listing on delivery aggregators, but for hospitality businesses globally.

In providing a glimpse into the minds of regular takeaway eaters, kitchen operators can better understand how to tailor their menus, brands, and marketing strategies to best appeal to customers.

Here is the view of Sam Martin, CEO of Peckwater Brands:

"Even in the midst of the cost-of-living crisis, we know that millions and millions of people globally are ordering takeaways every week on delivery platforms like Deliveroo and Uber Eats. But, with so much choice now at their fingertips, it is crucial that businesses understand what factors are influencing consumers' choices.

"As detailed in this report, our research shows that branding, packaging, and past experiences are among the most important considerations for customers. Many people seek out brands they recognise and trust, with one bad meal likely to prevent them ever ordering from a place again.

Keeping up with food trends is also important – the survey highlights that healthy dishes and vegan options are in high demand at present, so takeaway businesses must take note.

"These are undoubtedly challenging times for the hospitality sector globally, with takeaway businesses operating in a particularly competitive marketplace. From great dishes and excellent packaging to on-trend menus and high-quality pictures of their food, we know that attention to detail is often what separates successful takeaways from those that struggle. Hopefully, data like ours helps these businesses adapt and plot their route to success in 2023 and beyond."



**Sam Martin**  
CEO of Peckwater Brands

# How can virtual brands help?

Virtual brands – delivery-only food brands that operate exclusively on delivery aggregators – have been a source of growth and additional revenues for many in recent years, even during a turbulent three years for economies around the world.

Virtual brands allow existing hospitality businesses to augment their order volumes with a range of tactics. For instance, they offer an entirely separate food brand from within their premises, maximising the output of their facilities and allowing them to engage with more consumers.

Crucially, adopting virtual brands is an effective method for responding to customer demands; they offer great flexibility to businesses. This adaptability lies in how they provide businesses with a secondary offering that can keep pace with changing tastes. Seasonal trends, viral dishes and hot-topic cuisines are within reach of any business with a kitchen and a virtual brand partner that is up to the task.



# How can virtual brands help?

To use a simple example: a fish and chips takeaway, which would want to capitalise on the demand for fried chicken, could implement a virtual fried chicken brand, such as Flip The Bird or Seoul Chikin from Peckwater Brands.

Here, the virtual brand expert – Peckwater – has done the heavy lifting in designing the branding, menu, packaging and pictures to ensure the best chance of securing those vital orders from customers. The existing fish and chips outlet can run its chosen virtual brand alongside its usual menu and brand, allowing it to target more customers.

Delivery franchising through virtual brands has a proven track record of increasing order volumes and revenues. Our partner businesses brands have reported an increase of between £12,103 - £57,687 in additional income each month since adopting a virtual brand making it convincing to assume that this trend will grow in popularity as consumer spending shrinks.

For hospitality businesses reading this report and worrying that their food – or the way they market it on delivery aggregators – is at odds with what consumers have told us in the survey, get in touch with Peckwater Brands to find out how virtual brands could create new opportunities.



The logo for Peckwater Brands is located at the bottom center of the image. It features the word "peckwater" in a bold, lowercase, white sans-serif font. Directly beneath it, the word "BRANDS" is written in a smaller, uppercase, teal sans-serif font. The background is a solid coral color with several thick, flowing white and teal lines that sweep across the frame, creating a dynamic and organic feel.

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