



# Takeaway-Delivery Trends (UK)

As of April 25, 2020

# Hypothesis

We saw a massive spike in food takeaway/delivery soon after the lockdown.

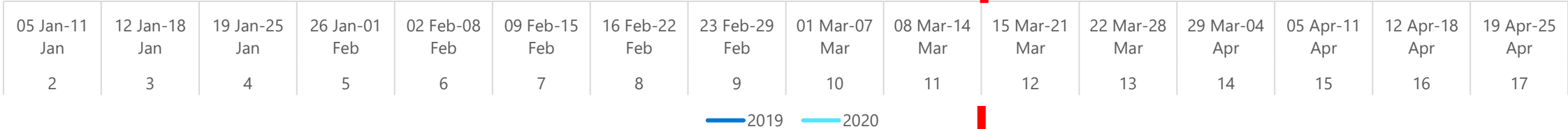
- Has it changed since then?
- Any change in consumer trends and preferences?

# People continue to enjoy food home deliveries and takeaways during the lockdown

**Search query volume indexed to week 2 starting 5th Jan 2020**

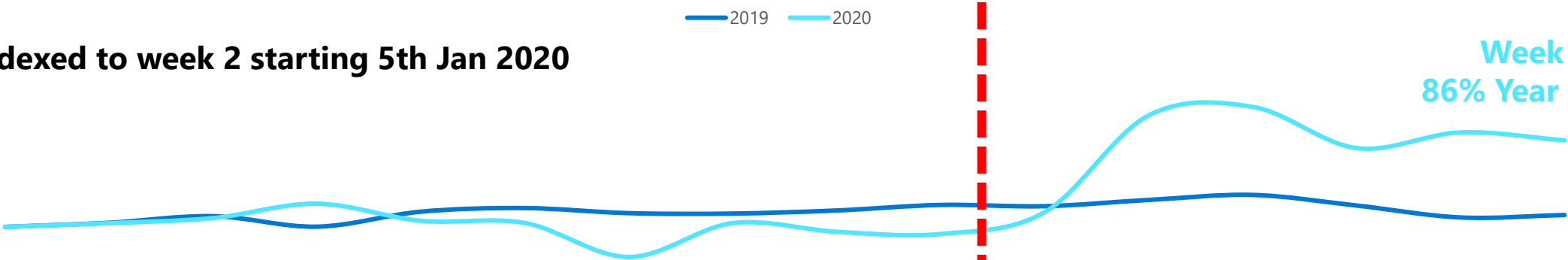
PM announced lockdown

**Week 15<sup>th</sup> :  
74% Year over year**



**Clicks indexed to week 2 starting 5th Jan 2020**

**Week 15<sup>th</sup> :  
86% Year over year**



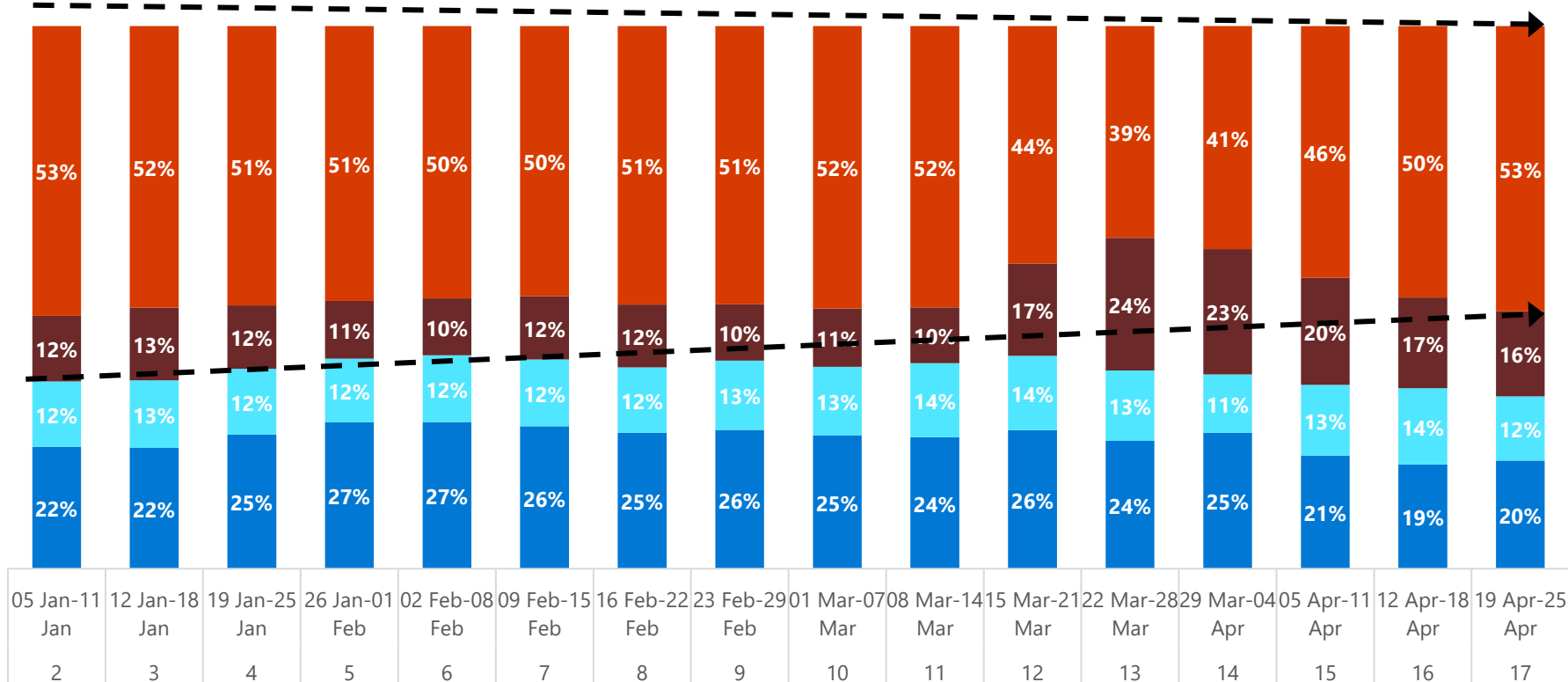
Source: Microsoft Advertising Internal data, All Devices

# Generics is more critical than it was prior to the lockdown period

## A brand is the most popular choice, but look out for changing preferences

Total searches split by the different categories

Other Food Brands | Brand A | Generic | Brand B



**Query samples**

**Generic:** "Chinese takeaway", "Indian takeaway near me"

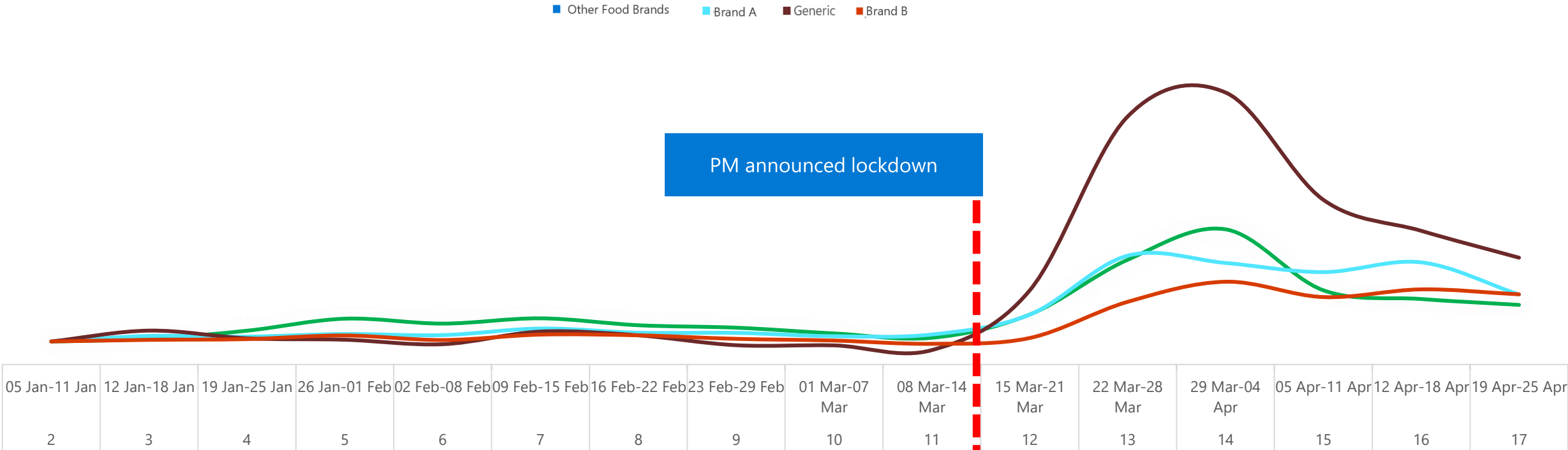
**Brands:** "brand X uk", "brand X takeaway"



Source: Microsoft Advertising Internal data, All Devices

# Generics continue to be critical as people look for more options to order food from

Search volume indexed to week 2 starting 5th Jan 2020

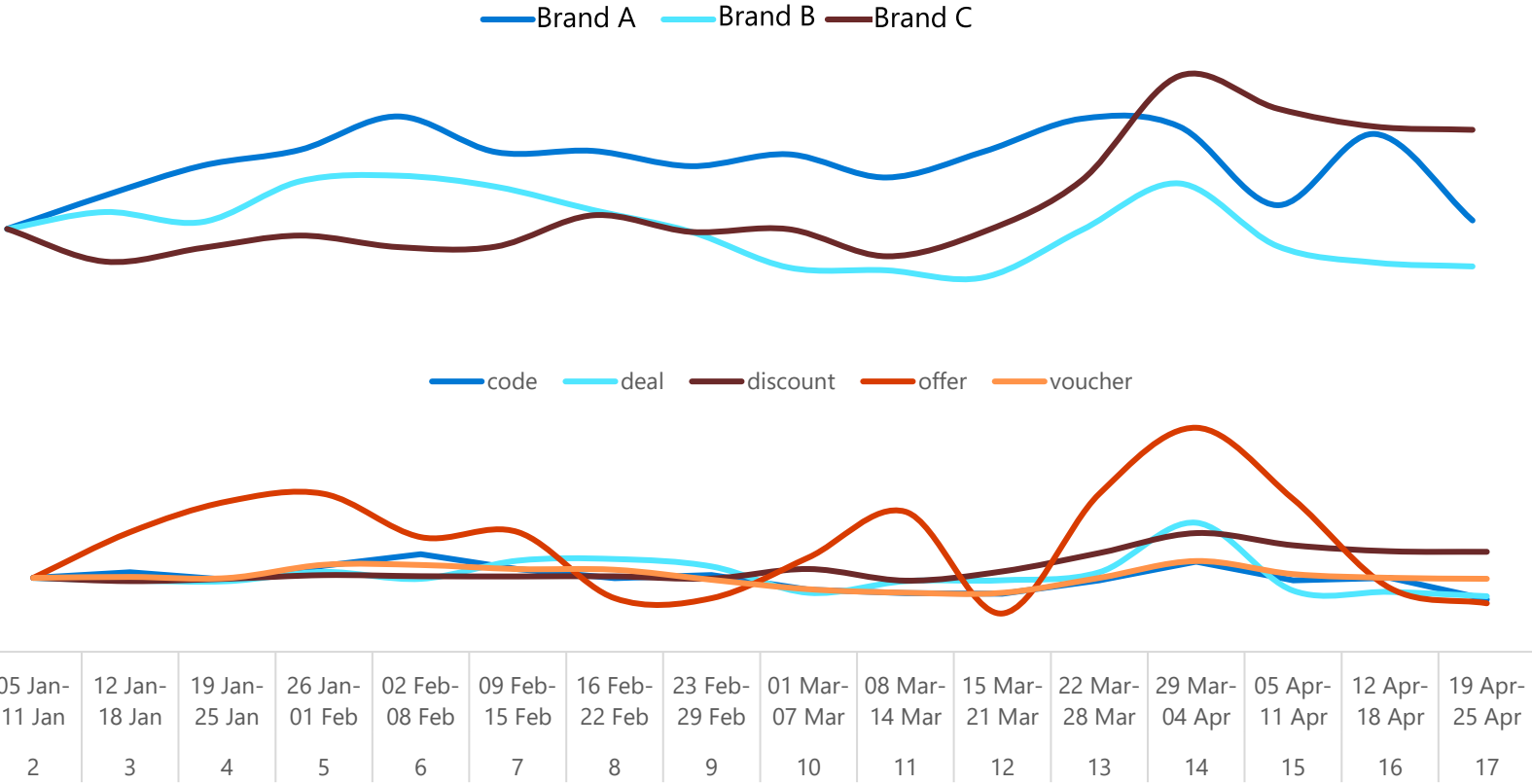


Source: Microsoft Advertising Internal data, All Devices



# Discounts and vouchers are strongly influencing consumer preferences

SPRV indexed to week 2



Week 17<sup>th</sup> : Top 10 queries including promo\* tokens

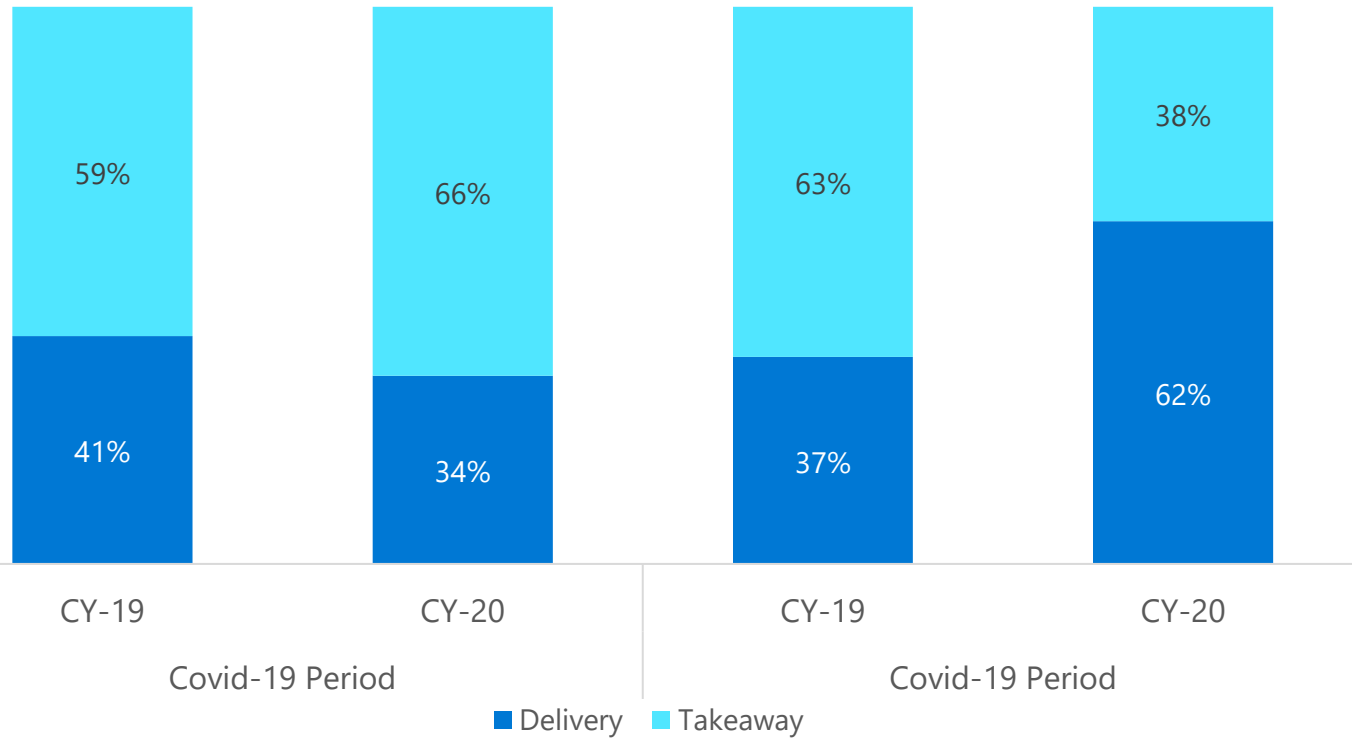
YoY Volume Searches	% of Volume Searches
Brand A voucher code	Brand A voucher codes
Brand A deals	Brand C discount code
Brand B discount code	Brand A voucher code
Brand C vouchers	Brand C voucher code
Brand A discount code	Brand B promo code
Brand C discount code	Brand C voucher
Brand A voucher	Brand A voucher
Brand A voucher codes	Brand A discount code
Brand C discount voucher	Brand A deals
Brand B promo code	Brand A vouchers

Source: Microsoft Advertising Internal data, All Devices, \*queries including tokens such as promo, code, voucher, offer, deal



# “Delivery” has taken over “takeaway” during the lockdown period

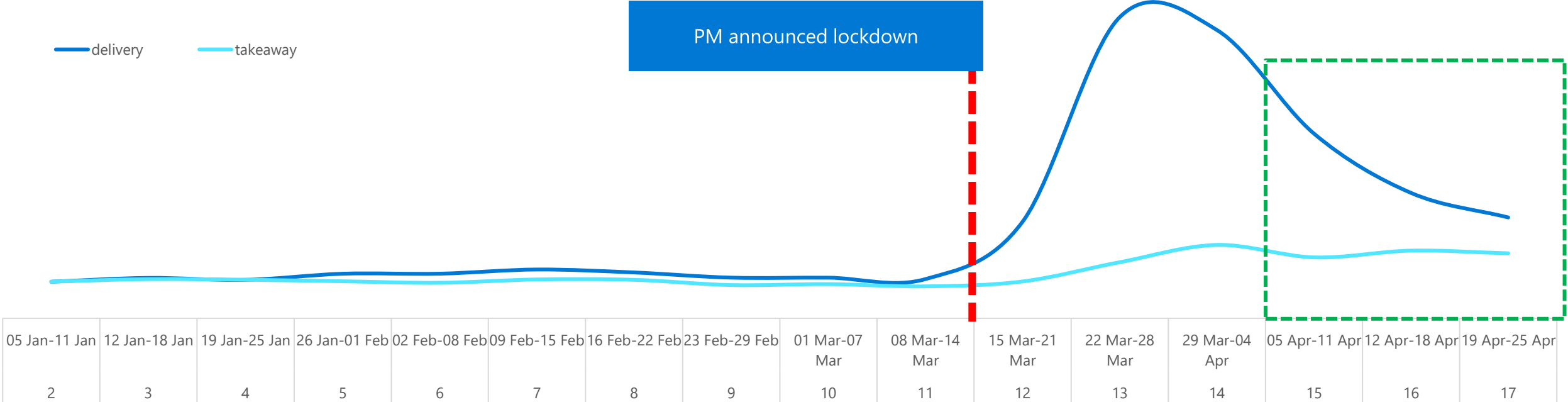
Search volume split by delivery and takeaway queries



Top 10 queries	
food delivery london	online food delivery
healthy food delivery	fish chips delivery
home delivery food	indian takeaways
takeaway open near me	golden gate chinese takeaway
organic delivery company	fish chips delivery near me

# Consumer choice of delivery versus takeaway is changing over the last few weeks

Search volume indexed to week 2 starting 5th Jan 2020



Source: Microsoft Advertising Internal data, All Devices  
 \*YoY Calculated over April until the 25<sup>th</sup> (CY vs PY)



## Top 5 searches by volume across categories

Brand A	Brand B	Generic	Other Food Brands
{brand name} app	{brand name} uk	healthy food delivery	{brand name} pizza uk
{brand name}	{brand name} voucher code	takeaways open near me	{brand name} order online
{brand name} takeaway	{brand name} discount code	food delivery	{brand name} delivery
{brand name} discount	{brand name}	chinese delivery	{brand name} pizza
{brand name} discount	{brand name} promo code	online food delivery	{brand name} uk

## Top 5 searches by year over year growth across categories

Brand A	Brand B	Generic	Other Food Brands
{brand name}	{brand name}	chinese takeaway near me	{brand name}
{brand name} uk	{brand name} uk	chinese takeaway	{brand name} pizza
{brand name} takeaway	{brand name} promo code	food delivery	{brand name} voucher code
{brand name} discount code	{brand name} discount code	healthy food delivery	{brand name}
{brand name}	{brand name} voucher	takeaway	hungryhouse

# Conclusion and recommendations

## Revise and Revamp your ad copies

Reflect today's need and sentiments of consumers through your ad copies – discounts, offers and vouchers, contactless delivery, etc.

Also include in your text any fund raising and charity activity you are involved in

## Expand further into generics

Generics continue to grow at greater pace, as consumer look for the new options to order food from locally

## Changing preferences – Takeaway versus delivery

Tweak and optimise your campaign budgets, position and keywords to changing trends.

Early in lockdown, there was a massive demand for home delivery of food, but takeaway is slowing picking back in the last couple of weeks



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