



Market Report

A Snapshot of your Marketing Sector

Takeaway Food

This pack has been designed to provide information on setting up a business in the **Takeaway Food** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **June 2025**.

What do I need to know about the Takeaway Food market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ The foodservice delivery and takeaway market in the UK is being driven by changing consumer habits and new technology – preferences for variety of choice are on the rise. Consumers are also increasingly price-sensitive, with 57% seeking special offers when ordering a takeaway. The **market size in UK in 2024 was estimated to be £33.7bn with a forecast growth of 7.1% through 2025-2029**. Most UK consumers spend under £20 on a takeaway or delivery, with nearly half spending £10-£19.99. Households with children are more likely to spend £20+. (Mintel, *Foodservice Delivery and Takeaway UK*, April 2025).
- ◆ **In 2024-2025**, online food ordering and delivery platform industry revenue is projected to increase by 5% to **reach £3.8 billion**. Over the **five years through 2029-30**, revenue is forecast to grow at a compound annual rate of **2.9% to reach £4.4 billion**. Increasingly busy consumer lifestyles will continue to raise demand and convenience will remain king. The range of cuisines and products will remain important, and platforms can boost interest by targeting niche markets and personalising content. (IBISWorld, *Online Food Ordering & Delivery Platforms in the UK*, October 2024).
- ◆ Industry revenue is **forecast to climb at a compound annual rate of 2.9% to £26.6 billion** over the years through 2029-30. Spending on innovation will persist as major players leverage AI and technology advancements to differentiate themselves from competitors and further demand. Growing health and sustainability consciousness presents an opportunity for takeaway and fast-food businesses to introduce more expensive organic and meat-free menu items to boost revenue and profit. (IBISWorld, *Takeaway & Fast-Food Restaurants in the UK*, April 2025).
- ◆ Despite rising demand and better product offerings supporting profit, high competition and elevated costs continue to limit profitability in 2024-25. Pizza takeaways are facing intensifying competition from online platforms that allow rival fast-food restaurants to reach a larger customer base. **Revenue is forecast to expand at a compound annual rate of 3.6% to £4.6 billion over the five years through 2029-30**. According to a study by Best for Britain from March 2024, Chinese food is the most popular takeaway at 26.2%, with pizza ranking fourth at 16.2%. (IBISWorld, *Pizza Delivery & Takeaway in the UK*, October 2024).
- ◆ There are several national organisations for this industry including the [National Takeaway Association](#), [UK Hospitality](#), [The Food & Drink Federation Scotland](#), and [The British Sandwich & Food to Go Association](#).



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Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **Mintel – Foodservice Delivery and Takeaway UK April 2025.** The biggest opportunity lies in catering to the 'premium takeaway' trend, which is being driven by younger, higher-spending consumers. Under-45s value quality, support independent businesses and engage with loyalty programs offering more than basic discounts. By focusing on premium menus, surprise perks and authentic storytelling, operators can attract this lucrative demographic and build loyalty. Integrating loyalty programs into delivery platforms, as Wagamama has done recently with Deliveroo, is a key way to boosting engagement and growth.
- ◆ **Mintel – Attitudes Towards Lunch-Out-Of-Home UK 2024.** Despite economic challenges, there has been an 8% increase in takeaway orders from restaurants and a 5% rise from pubs and bars in 2024 compared to the previous year. This indicates a change in takeaway preferences rather than a general increase in takeaway transactions. Though usage dipped slightly (-4% YoY), fast food outlets remain the go-to for lunch takeaways. Likewise, sandwich shops continue to be a popular lunch option (50% in 2023 & 24), showcasing their enduring appeal for grab-and-go options.
- ◆ **Statista – Restaurant delivery & takeaway market in the UK, 2025.** A 2025 survey on the most popular types of takeaway cuisines in Great Britain found that Chinese cuisine took the number one spot, while Pizza came in second. When it comes to popularity, Uber Eats had the highest favourability score of leading food delivery brands in the UK as of January 2025. However, according to a global consumer survey conducted in the UK in March 2025, Just Eat Takeaway.com was the most used online food delivery platform in the UK, with Uber Eats and Deliveroo taking the second and third spots. The UK's online food delivery market size was estimated at £17.75bn in 2023 and was forecast to reach nearly £28bn by 2028.

There are also a number of online resources you may find helpful:

- ◆ [Hospitality and Catering News](#) is an online news publication for the UK hospitality industry.
- ◆ [Restaurant Industry News](#) is another online magazine where you can find information on the latest industry news and trends.
- ◆ [Food Standards Scotland](#) – **Monitoring out of home food and drink purchases in Scotland and Great Britain (2022-2023)** published March 2025, a freely downloadable research report.
- ◆ [Obesity Action Scotland](#) – Ordering Food Online Factsheet 2023.

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please contact us on info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.



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How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Accountant](#)" tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

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