



Market Report

A Snapshot of your Market 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 **October 2021**. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

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:

- ◆ Participation in ordering takeaway/home delivery **has increased by 2 percentage points over the last year to reach 81%**, despite many consumers avoiding takeaway/food to-go venues that are typically located in town and city centres, as well as transport hubs. This has been driven by the increased accessibility of home delivered meals. The most frequent users continue to be **16-34 year olds, city-dwellers, full-time workers and parents of under-18s**. (Mintel, *Attitudes Towards Home Delivery and Takeaway – UK*, February 2021).
- ◆ The total ethnic restaurants and takeaways market in 2020 has plummeted from **£13 billion in 2019 to £9.6 billion in the wake of the COVID-19 pandemic**, with the enforced closure of the dine-in segment for much of the year. The market value of ethnic restaurants and takeaways is expected to grow by 61% in the next five years, seeing sales **reach £15.5 billion by 2025** (Mintel, *Ethnic Restaurants and Takeaways - UK*, April 2021).
- ◆ The Takeaway and Fast-Food Restaurants industry has benefited from customer preference for cheaper, on-the-go food, with online ordering made quick and convenient. Takeaways have also reacted to higher expenditure on food by introducing higher quality products. Furthermore, some firms have responded to demand for low-fat, low-sugar and low-salt meal options by adding healthier options to their menus. However, over the five years through 2020-21, industry **revenue is expected to fall marginally at a compound annual rate of 0.1% to £18.7 billion**. The largest distribution of establishments in Scotland is concentrated in **City of Edinburgh**. This location accounts for 19% of the establishments in the region. (IBISWorld, *Takeaway & Fast-Food Restaurants in the UK*, March 2021).
- ◆ **More than half (51%) of Britons have ordered a takeaway for lunch in the last 12 months to April 2021**. Multiple takeaway formats have helped the foodservice lunch market diversify traffic across home delivery (29%), drive-through (24%), orders made in-person (23%) and orders for collection (18%). (Mintel, *Attitudes towards Lunch Out-of-Home in the UK*, June 2021,).
- ◆ There are several national organisations for this industry including the [British Takeaway Campaign](#), [British Hospitality Association](#), [Scotland Food and Drink Federation](#), and the [Food and Drink Federation](#).



Connect with us

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 - Attitudes to Home-delivery and Takeaway Food - UK** (February 2021). The vast majority (89%) of takeaway/home delivery consumers are buying food for dinner as of November 2020, and this meal occasion has been a lifeline for some operators in pandemic times. While there is currently fairly limited participation (22%) among consumers in buying takeaway or home delivery for lunch, 16-34 year olds (31%) are most likely to have done this as of November 2020. Traditionally, most people who order breakfast or brunch for takeaway have ordered this in-person at the venue. However, with the change to consumer lifestyles and working patterns/locations there is an opportunity for more restaurants to offer breakfast or brunch for home delivery. 10% of those who have ordered food via a third-party delivery service have enjoyed a breakfast takeaway, compared to 6% of all takeaway consumers.
- ◆ **Mintel – Ethnic Restaurants and Takeaways – UK** (April 2021). While ‘foodie-ism’ continues to fuel demand for new and unusual flavours found in ethnic cuisines, it stands to impact traditional Chinese and Indian takeaways that lack menu innovation. Between 2018 and 2020 the proportion of consumers using a Chinese/Taiwanese restaurant/takeaway fell by 16 percentage points while Indian/South Asian fell by 11 percentage points. Meanwhile, usage of Moroccan/African cuisines grew by four percentage points from 9% in 2018 to 13% in 2020. Likewise, Korean cuisine saw usage grow four percentage points from 2018 to reach 12% in 2020.
- ◆ **Statista – Food Delivery and Takeaway Market in the UK** (2021). According to a survey in the United Kingdom, respondents with a household reference person aged less than 30 spent an average of £8.50 British pounds on takeaway meals, which was the highest among the age groups. In comparison, respondents with a household reference person aged 75 and older had the least average weekly spending on take away meals. Overall, households in the UK spent approximately £5.60 British pounds a week on take away meals eaten at home in that period. Households belonging to the highest ten percent gross income decile group spent the most on take away meals eaten at home in the fiscal year ending 2020. On average, households belonging to this income decile group spent £10.7 British pounds weekly, almost five times as much as those in the lowest decile

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

- ◆ **YouGov – The UK’s Favourite Takeaways (February 2021)** ([tinyurl.com/wjcuray](https://www.tinyurl.com/wjcuray)) – This article from YouGov, shows the favourite restaurants of UK consumers. According to this article *“one in four Brits (25%) picked Chinese food as their preferred takeaway, while 17% say they prefer Indian, and another 16% opt for the classic fish and chips.”*
- ◆ **Food Drink Europe** (www.fooddrinkeurope.eu) this is a useful website which collates industry news and data insights from across Europe.

Disclaimer: This report has been updated in **October 2021** - we have included Post COVID-19 market material where available. Please note that this research may contain copyrighted material. Copyright belongs to the holders credited above and, as such, recipients of this research reproduce and repurpose this information at their own risk.

Connect with us

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**



Connect with us

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 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.

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.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

Although every effort has been made to ensure the accuracy of the information provided, Business Gateway will not be held liable for any inaccuracies or omissions in the data supplied, or for the content of any website that the document above may contain links to. By using this information, you accept this disclaimer in full. Also, please note that Business Gateway does not endorse any business or individual that may be referred to above.

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.

Last updated: October 2021

Updated by: Carla Bennett

Connect with us

