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'New' ways of buying takeaway food: what do we know about online food delivery services?

Matt Keeble

Cambridge Global Food Security Coffee Break Seminar
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“Online food delivery service platforms”

An *alternative* to offline purchasing formats,
that sell food prepared away from the home ¹⁻⁵

Uber Eats

66 million users



179 million orders processed



deliveroo

5.6 billion (£) valuation





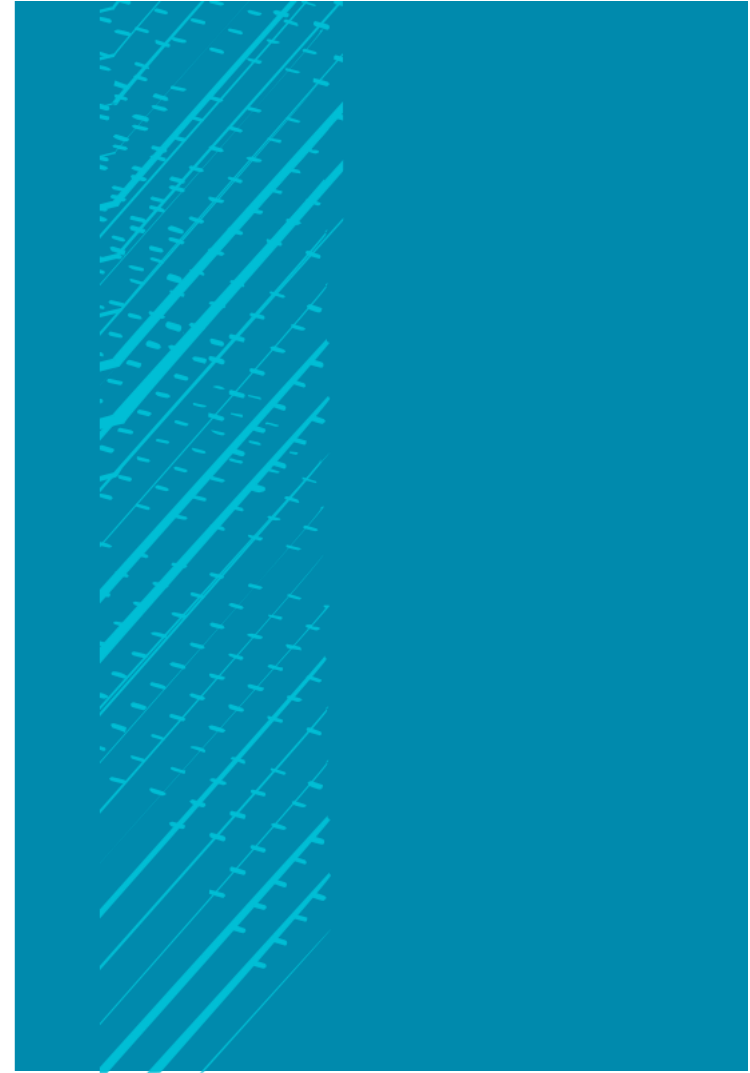
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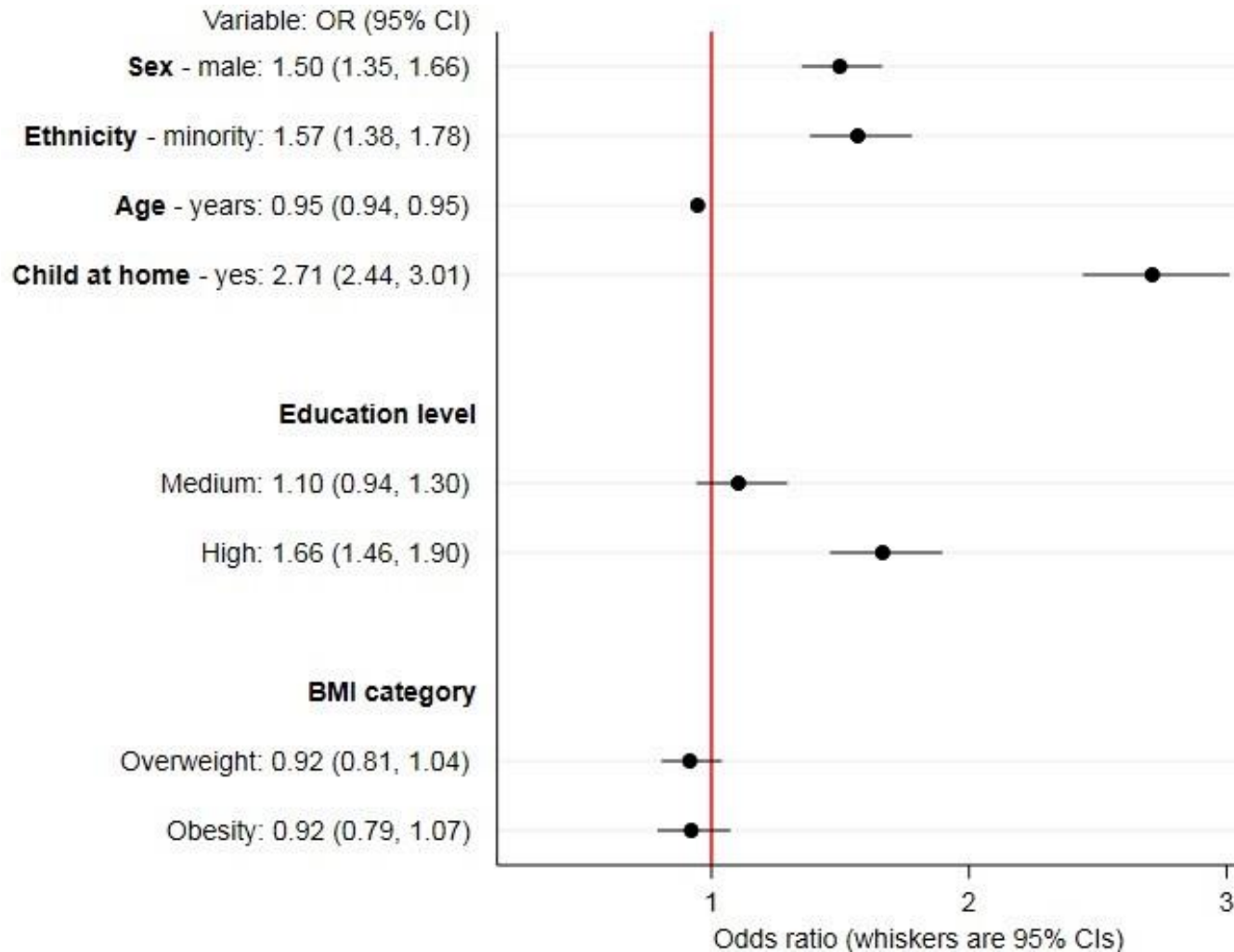
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So, what do we know?



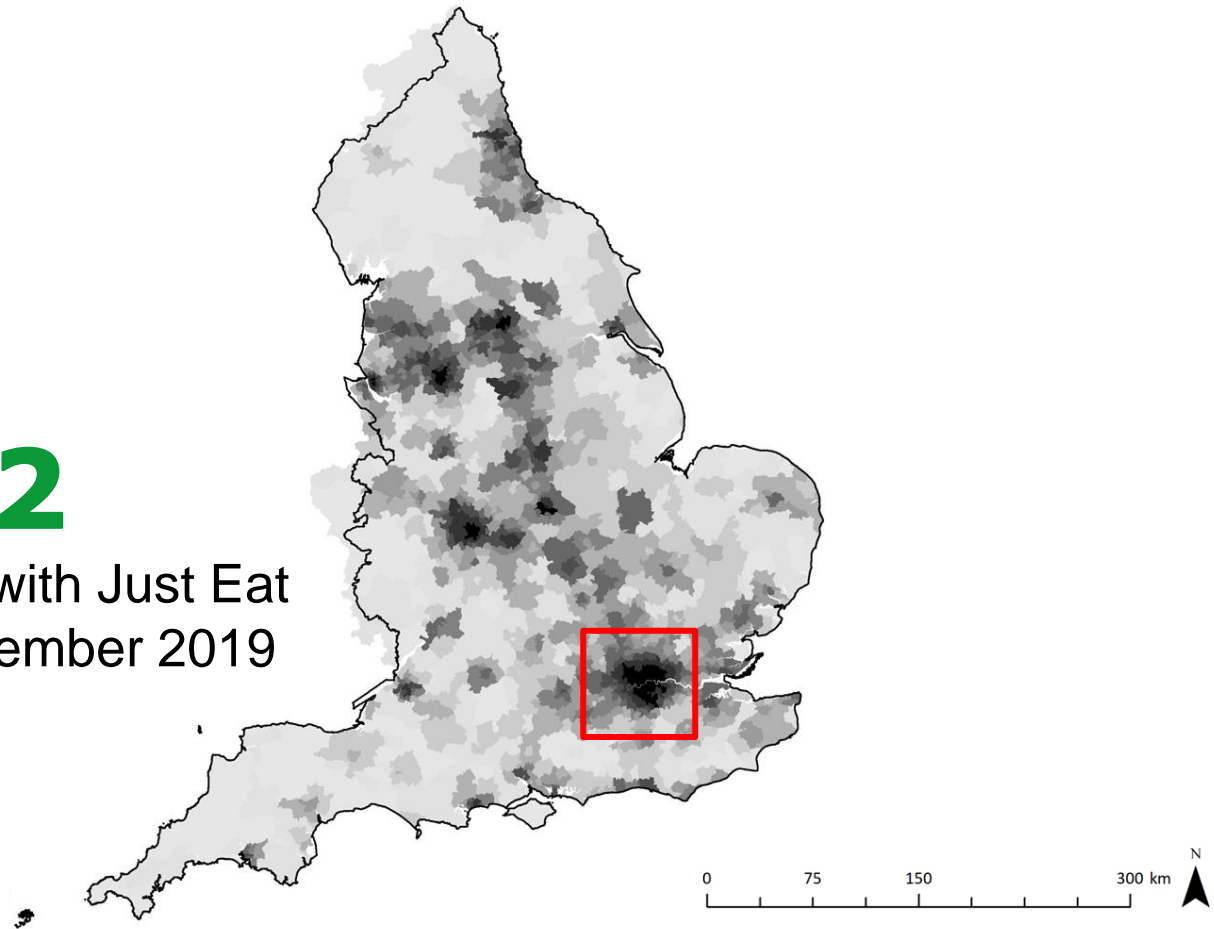
Online food delivery service customer demographics

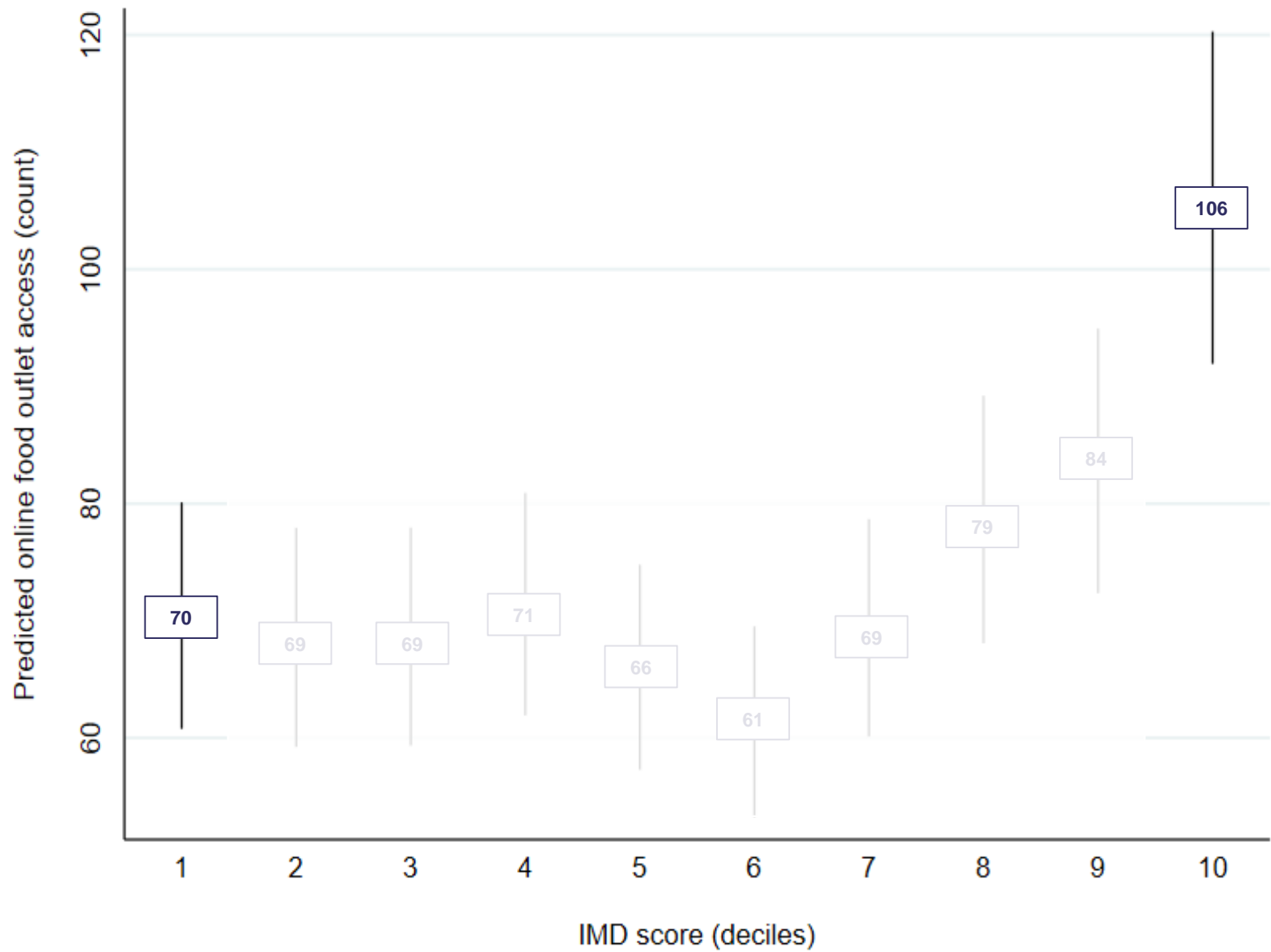


Online food outlet access in England

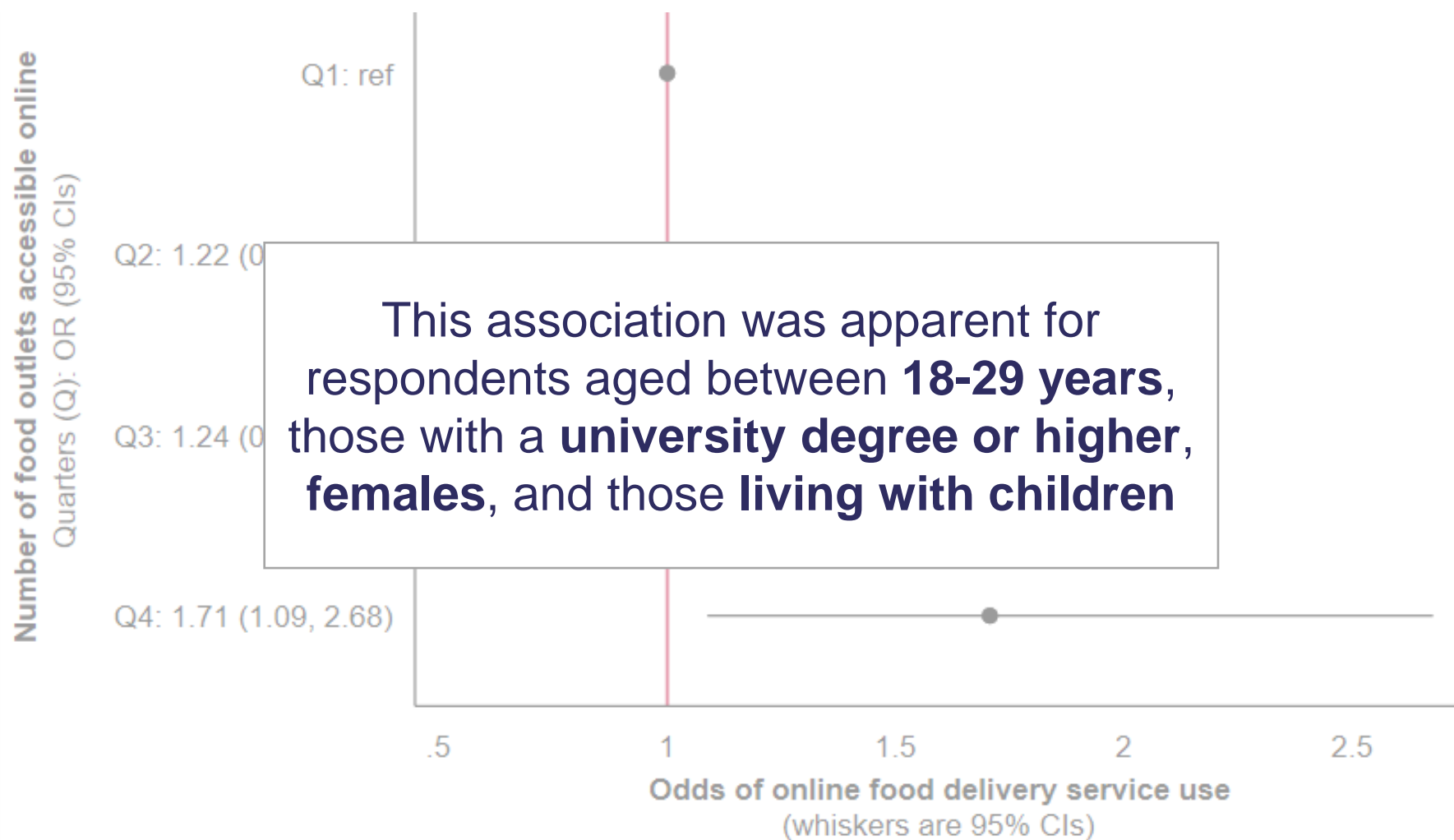
29,232

food outlets registered with Just Eat
across England in November 2019





Online food outlet access and online food delivery service use





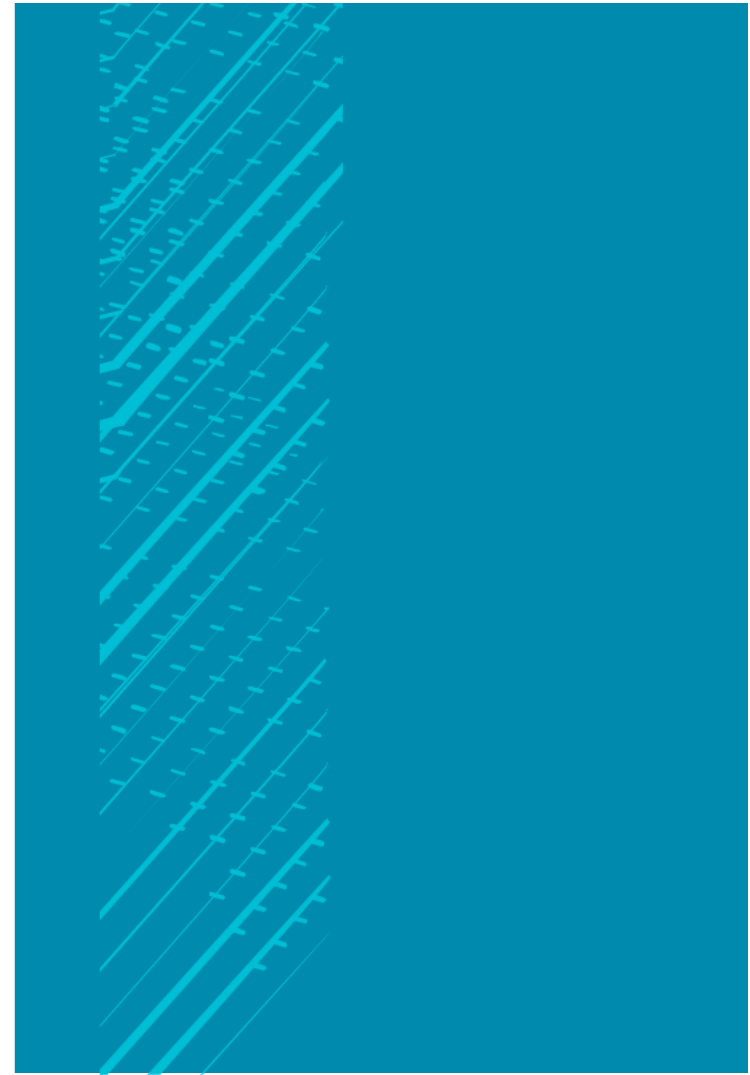
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What about the pandemic?



Online food delivery services since 2020



Food Quality and Preference

Volume 89, April 2021, 104145



Short Communication

Food & meal decision making in lockdown: How and who has Covid-19 affected?

Sarah Snuggs  , Sophie McGregor



Appetite

Volume 156, 1 January 2021, 104853



Research report

Obesity, eating behavior and physical activity during COVID-19 lockdown: A study of UK adults

Eric Robinson  , Emma Boyland, Anna Chisholm, Joanne Harrold, Niamh G. Maloney, Lucile Marty,
Bethan R. Mead, Rob Noonan, Charlotte A. Hardman

Remaining questions

- Why do online food delivery service customers initially and repeatedly use this mode of order?
- What long-term influence has the pandemic had on accessing and using online food delivery services?
- How can online food delivery services be leveraged for healthier food access?
- What is the role of online food delivery services in food supply chains?
- How do online food delivery services contribute to existing public health concerns?



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Discussion

Final thoughts

- Online food delivery services continue to grow in popularity and use
- It remains unclear if online food delivery use *supplements or substitutes* other purchasing practices
- Online food delivery service diversification into other business areas requires careful monitoring