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

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Acknowledgements

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“Online food delivery service platforms”

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

So, what do we know?
Online food delivery service customer demographics

<table>
<thead>
<tr>
<th>Variable</th>
<th>OR (95% CI)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex - male</td>
<td>1.50 (1.35, 1.66)</td>
</tr>
<tr>
<td>Ethnicity - minority</td>
<td>1.57 (1.38, 1.78)</td>
</tr>
<tr>
<td>Age - years</td>
<td>0.95 (0.94, 0.95)</td>
</tr>
<tr>
<td>Child at home - yes</td>
<td>2.71 (2.44, 3.01)</td>
</tr>
</tbody>
</table>

**Education level**

<table>
<thead>
<tr>
<th>Level</th>
<th>OR (95% CI)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium</td>
<td>1.10 (0.94, 1.30)</td>
</tr>
<tr>
<td>High</td>
<td>1.66 (1.46, 1.90)</td>
</tr>
</tbody>
</table>

**BMI category**

<table>
<thead>
<tr>
<th>Category</th>
<th>OR (95% CI)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overweight</td>
<td>0.92 (0.81, 1.04)</td>
</tr>
<tr>
<td>Obesity</td>
<td>0.92 (0.79, 1.07)</td>
</tr>
</tbody>
</table>

Keeble et al. 2020. IJERPH. https://doi.org/10.3390/ijerph17145190
Online food outlet access in England

29,232

food outlets registered with Just Eat across England in November 2019

This association was apparent for respondents aged between 18-29 years, those with a university degree or higher, females, and those living with children.
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?
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