

The Krumb: Delivery

Our guide to the fastest
growing OOH Channel

Kara
FOODSERVICE BAKERS



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Fastest expected channels to grow

1

Delivery-focused

2

Coffee shops/
Cafes

3

Food to Go

Bakeries are the latest sector to try delivery this year, make sure your burgers remain perfect in transit with **Kara Buns**.

The **foodservice**
delivery landscape



Active users

£31.9bn

+



Ordering frequency

2.23 times p/m p/h

+



Avg. spend per head
per order

£9.47

Total Implied Spend

£8.1bn

Foodservice Delivery Facts



The UK foodservice delivery market has grown by

£3bn

in the last 6 years

Delivery is expected to grow by **6.8%**, between 2018-2021
- **5%** higher than the total foodservice markets

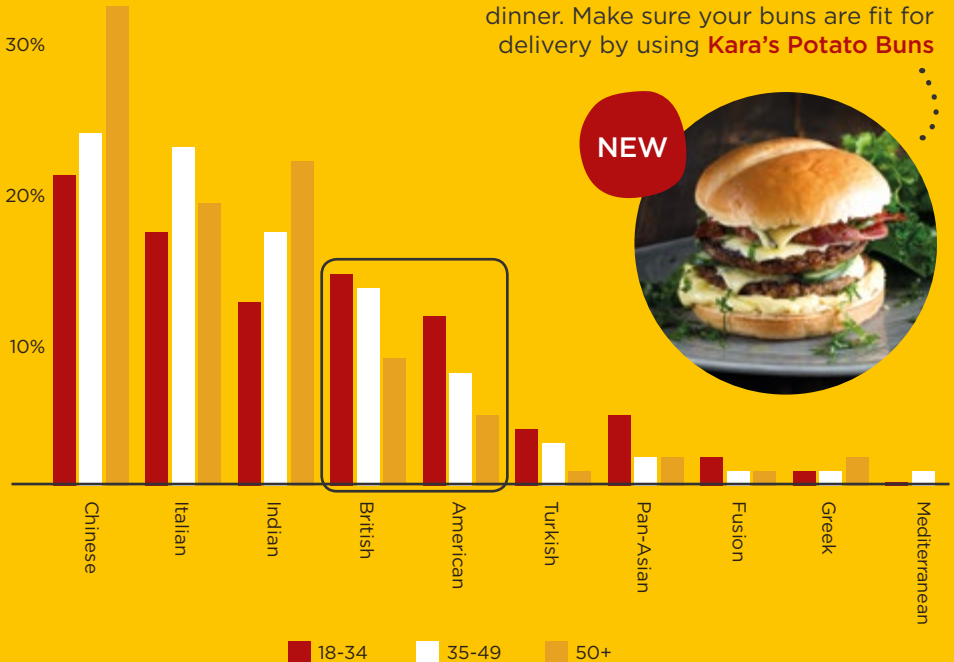
Vegan food becomes the UK's fastest growing takeaway
- stay ahead with **Kara's Brioche Style Vegan Buns**



Delivery vs Cuisine

% of foodservice delivery occasions, 2018

Burgers are the **No. 1 dish** served at dinner. Make sure your buns are fit for delivery by using **Kara's Potato Buns**



UK Delivery Usage: Y/E 2018

- **Dominos** has highest brand awareness when it comes to delivery
- **Deliveroo** and **Uber Eats** outshine in London but are growing in other regions
- All brands rely on technology as part of their business models



8% of Pizzas are consumed at dinner. Have the perfect base every time by using **Kara Doughballs**

Advantages of Delivery



Boost sales



Test new ideas and concepts



Operate from smaller sites



Data collection aiding precise development



Utilise kitchen space with virtual brands

Considerations of Delivery



Lower spend hitting profitability



Risk of in-store dissatisfaction



Brand image and reliance on third parties



Risks around unexpected surges



Cannibalise in-store sales

Data Collected from MCA Allegra Insights, 2019

*Data Collected from MCA Allegra, 2018-2019, The Guardian, 2019