

DELIVERY MARKET ANALYSIS

"ANALYZING TRENDS AND INSIGHTS IN BELGIUM'S FOOD DELIVERY MARKET".

Pocket-lint



deliveroo



JUST EAT

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INTRODUCTION

UNDERSTANDING THE FOOD DELIVERY MARKET IN BELGIUM

PURPOSE:

TO EXPLORE TRENDS, CUSTOMER PREFERENCES, AND MARKET DYNAMICS IN THE FOOD DELIVERY SPACE IN BELGIUM.

MISSION:

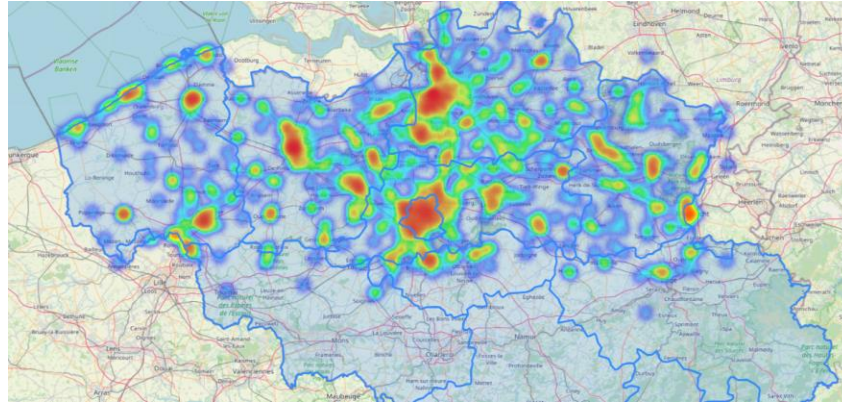
SUPPORT DECISION-MAKING FOR RESTAURANT PARTNERS AND CONSUMERS BY ANALYZING FOOD DELIVERY APPS USING SQL AND PYTHON.

QUESTIONS EXPLORED:

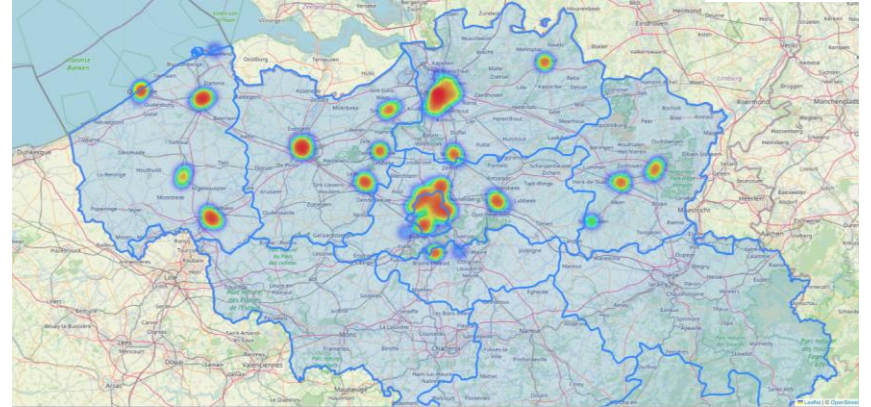
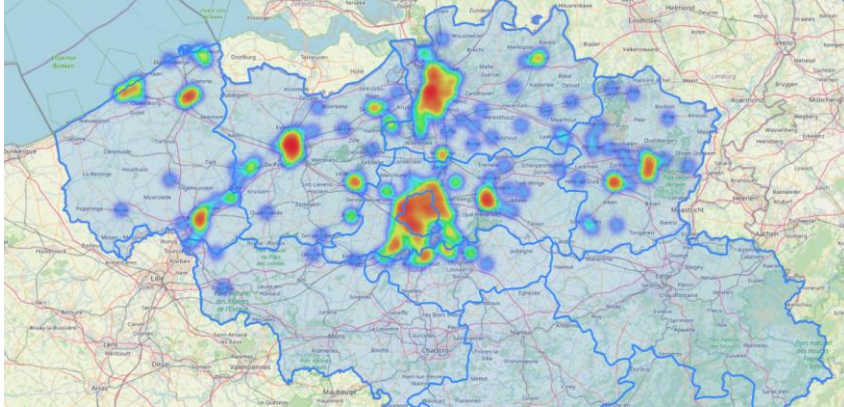
- A. WHAT IS THE DISTRIBUTION OF RESTAURANTS PER LOCATION?
- B. WHAT IS THE PRICE DISTRIBUTION OF MENU ITEMS?
- C. WHERE ARE KAPSALON LOCATIONS, AND WHAT IS THEIR AVERAGE PRICE?
- D. WHICH ARE THE TOP 10 PIZZA RESTAURANTS BY RATING?
- E. COMPARE RESTAURANT DISTRIBUTIONS ACROSS UBEREATS, DELIVEROO, AND TAKEAWAY. WHAT ARE SOME OF THE MARKET TRENDS?



DISTRIBUTION OF RESTAURANTS PER LOCATION



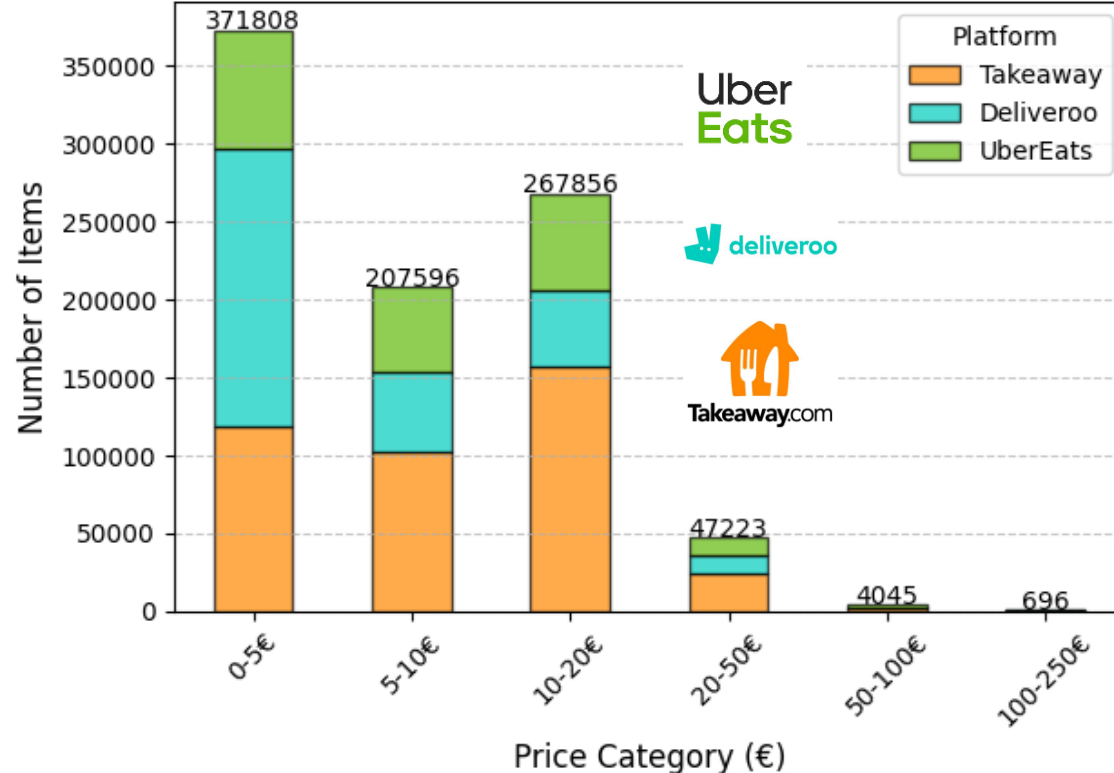
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"THE HIGHEST CONCENTRATION OF RESTAURANTS IS AROUND BRUSSELS, ANTWERP, GHEENT, AND LEUVEN, WITH SMALLER CLUSTERS NEAR BRUGGE AND OOSTENDE. WALLONIA HAS MINIMAL COVERAGE, OFFERING OPPORTUNITIES FOR OTHER PLATFORMS TO EXPAND THEIR PRESENCE."

PRICE DISTRIBUTION OF MENU ITEMS

"AFFORDABLE OPTIONS DOMINATE THE MARKET."



EXPLANATION:

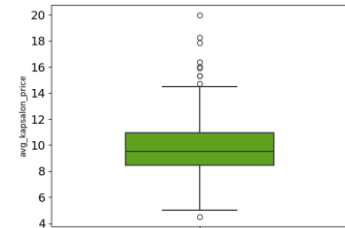
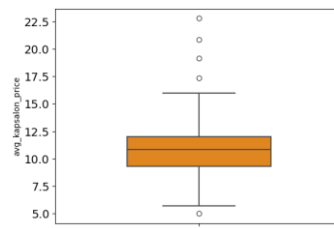
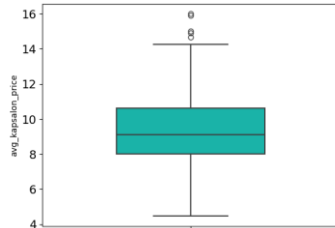
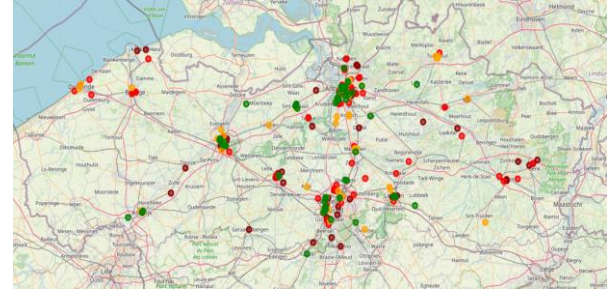
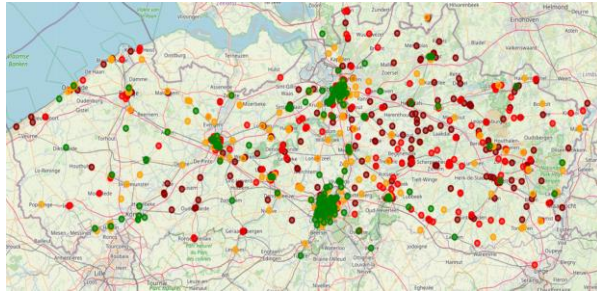
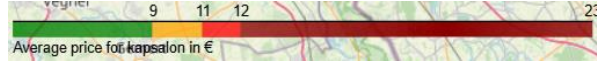
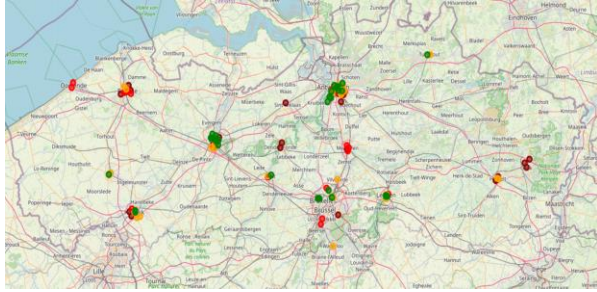
- THE 0-5€ PRICE SEGMENT DOMINATES ACROSS ALL PLATFORMS DUE TO THE INCLUSION OF LOW-COST ITEMS LIKE DRINKS, SAUCES, AND COMPLIMENTARY PRODUCTS, RATHER THAN FULL MEALS.
- DELIVEROO OFFERS THE WIDEST VARIETY IN THIS RANGE, MAKING IT THE GO-TO CHOICE FOR LOW-COST OPTIONS.

INSIGHT:

- PLATFORMS SHOULD PROMOTE MID-RANGE AND PREMIUM OPTIONS (10€+) TO BOOST PROFITS AND ATTRACT MORE CUSTOMERS.
- RESTAURANTS CAN USE LOW-COST ITEMS TO ENGAGE CUSTOMERS AND SHOWCASE UNIQUE OFFERINGS.

FOR A CHEAP 'KAPSALON', GO TO LARGE CITY CENTERS

"AVERAGE PRICES" FOR REGIONS

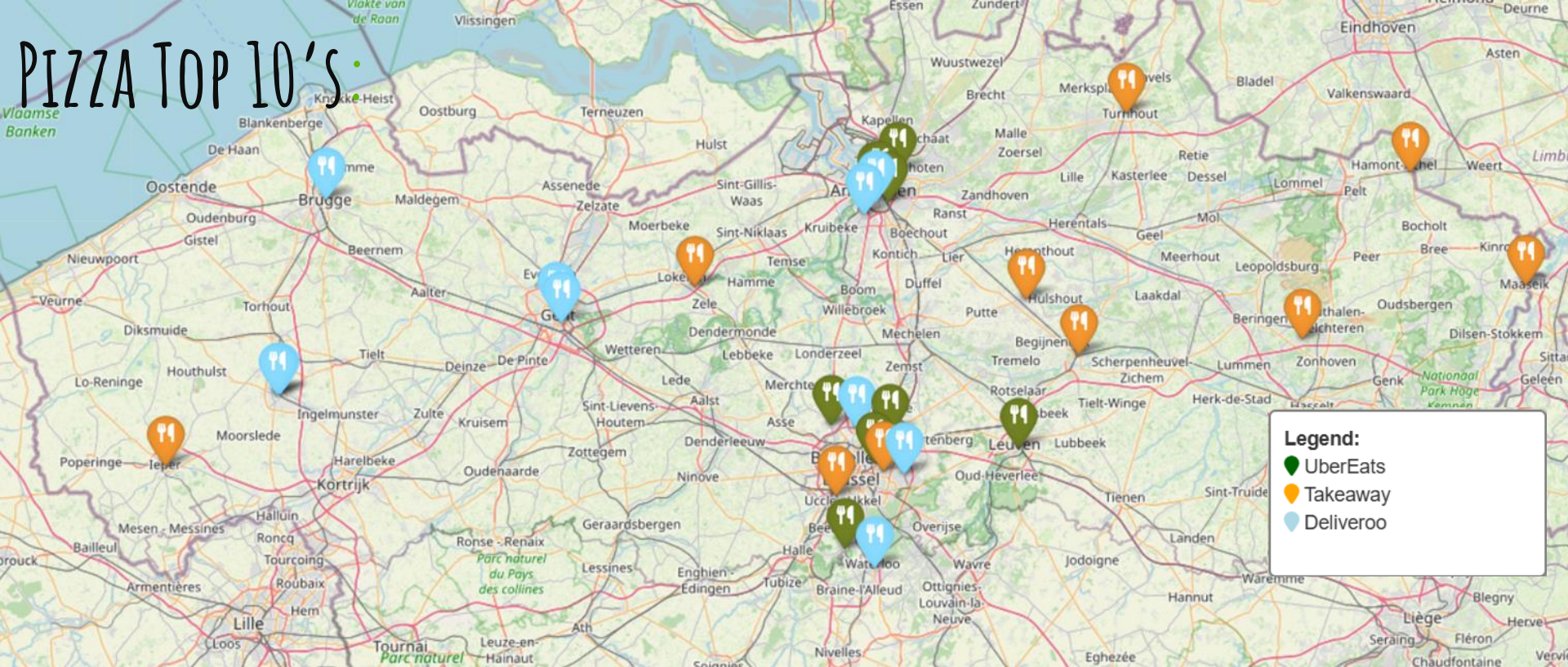


EXPLANATION:

THE LOWEST PRICES IN GENT, BRUSSELS, ANTWERP.
COMPETITION IN THESE REGIONS LOWERS PRICES.

INSIGHT: SMALL CITIES HAVE POTENTIAL FOR INCREASED COMPETITION.

Pizza Top 10's



EXPLANATION:

- THE BEST PIZZA RESTAURANTS ARE CONCENTRATED IN MAJOR CITIES SUCH AS GHENT, BRUGES AND BRUSSELS.
- DELIVEROO HAS THE LARGEST PRESENCE AMONG TOP PIZZERIAS, WHICH IS EVIDENCED BY HIGH RATINGS AND CUSTOMER SATISFACTION.

INSIGHT : EXTEND YOUR PRESENCE ACROSS MULTIPLE PLATFORMS FOR MAXIMUM REACH.

PIZZA PARTY



De Superette	4.8	★★★★☆	Trend Kebab & Pizzeria	5	★★★★★	Pizza Autentica	4.9	★★★★☆
ÖZ AHI	4.8	★★★★☆	Snack-It	5	★★★★★	Fratello's	4.9	★★★★☆
Trattoria Murano	4.8	★★★★☆	Munchies Ieper	5	★★★★★	American pizza	4.9	★★★★☆
Place 2 Eat	4.7	★★★★☆	La Trinacria Bottega	5	★★★★★	Pizarro	4.8	★★★★☆
Pizza Hut Strombeek-Bever	4.6	★★★★☆	De Echte Eethuis Carlos	5	★★★★★	Rosso Forno	4.8	★★★★☆
La Barchetta	4.6	★★★★☆	The Black Horse	4.9	★★★★☆	Detroit Square Pizza	4.8	★★★★☆
Pretzel King	4.6	★★★★☆	Royal Donuts & Bagels	4.9	★★★★☆	Pizzeria Gloria	4.7	★★★★☆
Keurslager Michielsen	4.6	★★★★☆	Pyramide	4.9	★★★★☆	Pita Amon	4.7	★★★★☆
Strombolino	4.6	★★★★☆	Plaza Snacks	4.9	★★★★☆	Great Market - Traiteur / Pizzas	4.7	★★★★☆
Epiphany's kitchen	4.6	★★★★☆	Pizzeria Zirar Saint-Denis	4.9	★★★★☆	Kalura	4.7	★★★★☆

EXPLANATION:

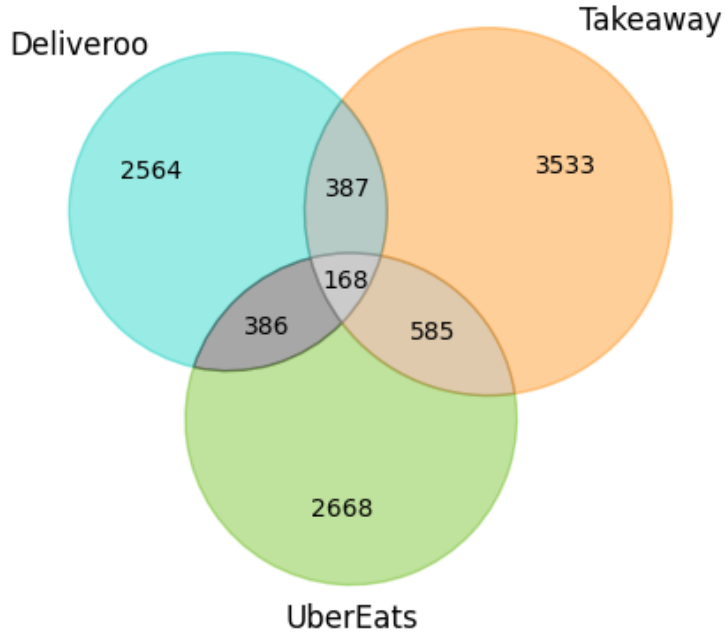
THE HIGHEST RATINGS (★★★★★) HAVE 5 RESTAURANTS, ALL FOCUSED ON THE TAKEAWAY PLATFORM. THIS TESTIFIES TO THE HIGH QUALITY OF THE SERVICE AND TAKEAWAY'S STRATEGY IN WORKING WITH LEADERS.

INSIGHT: COOPERATION WITH TAKEAWAY WILL INCREASE VISIBILITY AND ATTRACT MORE ORDERS.

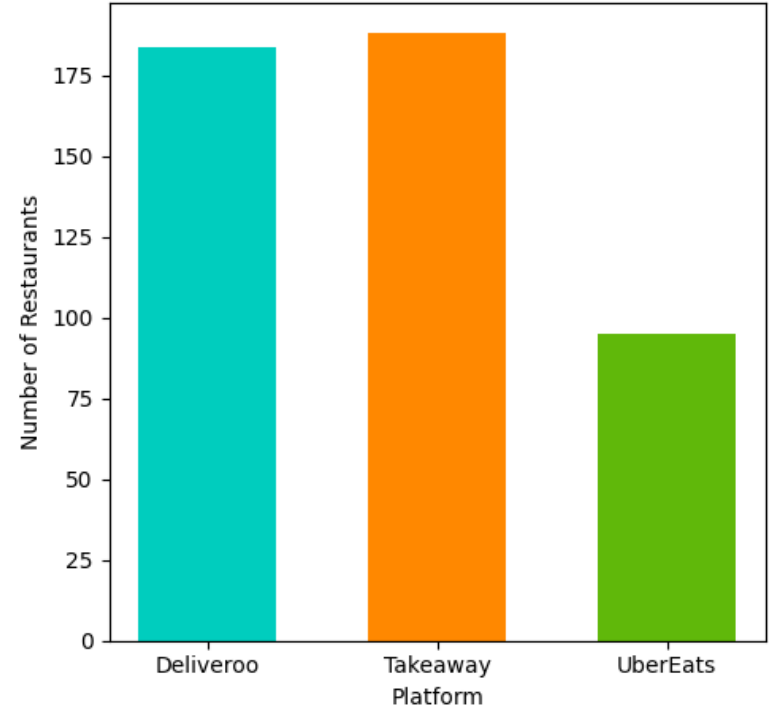
RESTAURANT DISTRIBUTION ACROSS PLATFORMS

"TAKEAWAY LEADS IN DEALS AND COVERAGE."

Common Restaurants Across Platforms



Deals Across Platforms



INSIGHT : PARTNERING WITH TAKEAWAY ENSURES BROADER REGIONAL EXPOSURE, WHILE COLLABORATION WITH UBER EATS TARGETS HIGH-QUALITY NICHE CUSTOMERS

"RECOMMENDATIONS FOR FUTURE GROWTH"

"FOR BUSINESSES"

- INVEST IN PREMIUM PRODUCTS TO INCREASE YOUR AVERAGE CHECK.
- ACTIVELY COOPERATE WITH THE TAKEAWAY PLATFORM THAT HAS THE LARGEST REACH.

"FOR DEVELOPMENT"

- EXPANSION OF PRESENCE IN WALLONIA, WHERE COMPETITION IS MUCH LOWER.
- CONSIDER INNOVATIVE DELIVERY METHODS SUCH AS DRONES OR AUTOMATED SOLUTIONS.
- AREAS OF DEVELOPMENT — COVERAGE OF SMALL TOWNS.

"Implementing these strategies can maximize market reach and customer satisfaction."

