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British restaurant takeaway sales fell for a 19th straight month in October

Home delivery rose 5.3%, lifting comparable at-home sales 1.5%, far below the 10.8% increase driven by expansion

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Britain’s restaurant groups continued to see a sharp split between delivery and takeaway demand in October, as sales from orders collected by customers or sold to go fell for a 19th straight month even while home delivery kept growing.

Data released by NIQ on Thursday, November 26, through its Hospitality at Home Tracker showed that comparable sales from delivery and takeaway combined rose 1.5% in Great Britain in October compared with October 2025. That was weaker than the 2.3% increase recorded in September, a slowdown of 0.8 percentage points.

The overall gain was carried by delivery. Sales from orders sent to customers' homes rose 5.3% from a year earlier. By contrast, pickup and takeaway sales dropped 7.3%, extending a long run of declines in that channel.

The figures cover nominal sales at participating restaurant groups on a like-for-like basis, meaning they compare the same operations rather than including growth from expansion. NIQ said the out-of-home channels tracked in the report accounted for 21.2% of spending at the restaurants in the sample.

The October reading suggests that restaurant demand away from the dining room is still growing in cash terms, but at a slower pace than earlier in the fall and with a clear imbalance between the two main channels. Delivery has continued to support the market, while takeaway has remained under pressure for more than a year and a half.

NIQ also drew a distinction between comparable growth and the increase driven by expansion. When new restaurant openings and additional services were included, total at-home sales rose 10.8% in October from a year earlier. That gap between the 10.8% total increase and the 1.5% comparable increase indicates that much of the sector's reported growth came from adding sites or widening operations rather than from stronger sales at existing outlets.

The report said the 1.5% like-for-like rise was below Britain's overall consumer inflation rate of 3.6% cited by the source. NIQ noted that the comparison should not be treated as a measure of sales volumes, since the tracker reports nominal revenue rather than the number of orders or the quantity of food sold. Even so, the contrast shows that revenue growth in these channels did not keep pace with the broader increase in consumer prices.

The latest results add to evidence that consumer behavior in Britain’s restaurant market remains uneven. Delivery orders have continued to attract spending, helping chains maintain some growth outside their dining rooms. But customers picking up food themselves or buying it to take away have cut back enough to keep that part of the market in a prolonged decline.

The Hospitality at Home Tracker is based on participating managed restaurant groups in Great Britain and is used to monitor sales made for consumption away from the premises. The October figures show that those channels are still an important part of the business, accounting for more than one-fifth of customer spending among the companies surveyed, but they also show that growth is becoming more dependent on delivery and on commercial expansion than on broad-based improvement across existing operations.