



# Focus on: Students

*Find out how you can reach the hottest customer group on Deliveroo*



# When it comes to students doing your homework pays

As summer comes to an end the academic year begins. Over the next few weeks **millions of students** will be leaving home for the first time or returning for their second and third years.

By doing your homework and getting to know their ordering habits you'll find there's plenty of ways to reach **one of the fastest growing customer groups on Deliveroo.**



**FRESH!**

*Students have grown order volume over 4 times faster than other customers since the start of 2024<sup>1</sup>*

**SO GOOD**

## Let's do some homework

*5 great stats to help you understand student ordering habits*

### Students love a deal

**41%** of student orders contain an offer, and they're **more than twice as likely** to order meal deals or use vouchers.<sup>2</sup>

### Midnight feasts

Whether they're feeling peckish after a night out or need fuel for some late night studying - students are **twice as likely** to order late at night than other customers.<sup>3</sup>

### A big end to the week

For most customers Friday is the day to go big when ordering food but **for students it's Sunday.**<sup>4</sup>

### Most popular cuisines

Students are drawn to cuisines such as Chicken, Chinese, Mexican and Desserts. But it's Burgers that takes the number one spot.<sup>5</sup>

### Time to celebrate!

Other than the start of term in autumn, spring is also super busy for students ordering on Deliveroo - in line with exam season and end of year celebrations.<sup>6</sup>



1. Deliveroo Order Volume growth - Jan vs. May 24 - Verified Students vs. all other customers  
2-6. Q2 24 Deliveroo Verified Students

**TOP TIP**

*Turn students into loyal customers now! 50% of students will become high spending customers after graduating.*

# DELIVEROO PROVIDES YOU WITH A PLATFORM TO REACH STUDENTS

## We're in the top 3 brands for students

This year Deliveroo was ranked in Hype Collective's top 3 brands for students!

We were also awarded best on campus presence, activating over 150 events across 60 campuses over the UK & Ireland supported by our army of Student Brand Ambassadors.

Add this to our market leading student offering Deliveroo Students and it's easy to see why students are coming to the app.

**DID YOU KNOW?**

Our market leading student offering gives verified members free delivery, along with tonnes of other exclusive perks and benefits.



## GET INSPIRED!

Find out how **Byron** and **LEON** are already finding success by targeting students on Deliveroo

“

*Byron successfully tapped into their growing student customer base in the spring, offering 15% off orders over £15. This led to their order value from students growing by 43% across the 2 week campaign. Byron will be running the campaign again this autumn to build on their student engagement.*”



“

*LEON increased student orders by a massive 60% when they ran a 2 week campaign offering Students 25% off when they spent £20. Based on this success LEON will be running another Student offer later this year to continue to engage this key customer group.*”

**LEON.**  
NATURALLY FAST FOOD



# How to get students ordering from your restaurant



## Set up exclusive offers for students

With **41% of student orders including a promotion**, create exclusive offers targeted at students using Marketer Offers in [Hub](#).



## Extend your opening hours

Students are night owls and love a midnight feast, so why not try extending your opening hours in student areas?



## Use timed menus

Sunday is when students go big with their orders. Use timed menus to add meal deals or bundles to your menus every Sunday.



## Add meal deals to your menu

Meal deals are a great way to offer value to students and match their indulgence by bundling items together.



## Plan ahead

Other than the start of term there are plenty of occasions for students across the year that you can cater to.



### New to Deliveroo?

Sign up today to start growing your orders by reaching students on Deliveroo!

[Sign up](#)