

UNWRAP DECEMBER



deliveroo

The lights are up, temperatures are falling and appetites are well, through the roof! All around the UK and Ireland people are making the most out of cosy nights in, celebrating with family or getting in late after a party. In these moments there's only one thing on everybody's mind... **delivery.**

Here's how you can help bring the magic to those moments:

5 golden rules to help you grow your sales this festive period

+9%

Plan for the entire month

Whilst sales might spike in the first two weeks, average order value continues to grow across the month. In the final week of last December average order value rose to **9% above the weekly average.**¹

+19%

Showcase your most comforting dishes

With people looking to treat themselves, **sales are up 19% for American food** and **16% for Indian and Chinese** across December. Try bundling your most comforting dishes or adding a festive special to your menu.²

+16%

Consider extending your opening hours

As we move through the month, the festivities are in full flow. With people out socialising more, last December saw **late night orders increase by 16%.**³

+15%

Use timed menus

Open for breakfast? **Orders are up 15% in December.** Make the most out of lazy mornings with a breakfast bundle or offer.⁴

+21%

Don't forget New Years

After all the celebrations sometimes it's just easier to order in. New Year's Day is super busy with **sales rising by 21%** - make sure you're open to deliver with a one-off meal deal or offer.⁵

1. December AOV vs. 2023 Weekly Average
- 2-4. December Orders vs. 2023 Weekly Average
5. New Year's Day vs. Daily Average

DON'T FORGET!

Last year Asian cuisine sales grew 21% on Lunar New Year. Make sure you're ready for customers to celebrate with their favourite food



deliveroo