

ShopperWatch

March 2026

CHECKOUT

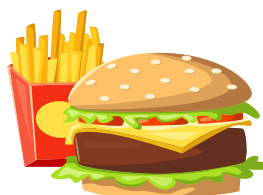


Takeaway Apps



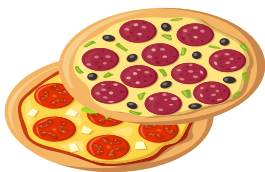
Awareness and usage on the rise

Overall, 68% of shoppers have used takeaway apps. Just Eat and Deliveroo dominate, though Uber Eats is growing. Weekly usage stands at 12% among all shoppers, but jumps significantly to 28% for the under-35 demographic.



App sentiment stays strong

General satisfaction remains high despite a slight dip since 2025. In detailed metrics, order accuracy is the highest-rated aspect (77% satisfied), while speed of delivery ranks fifth (69%).



Grocery delivery awareness grows

Awareness of grocery delivery via takeaway apps grew notably to 51% (from 45% in 2025), with actual usage ticking up to 19%. Conversion is highest among frequent users, as 62% of weekly+ app users have ordered groceries this way.



Grocery delivery intent takes a hit

Overall likelihood to use takeaway apps for groceries in the next 12 months decreased slightly to 17%. However, future intent remains strong among core targets, rising to 33% for under-35s and 55% for weekly app users.

ShopperWatch is a partnership between Checkout and Ipsos B&A. Each month, ShopperWatch tracks shopper opinions on retailer advertising, new product launches, and retailer and brand promotions. We surveyed over 500 Irish grocery shoppers [March] to better understand their purchasing behaviour and attitudes towards the use of takeaway apps.

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