Colibrí Project

A representative survey in Germany conducted by Dalia Research between 21/06/2019 and 05/07/2019 about consumer attitudes and preferences towards reusable containers on the food delivery industry.

Project Objective

Help food delivery organisations implement a reusable containers model by understanding:

1. What percentage of consumers in Germany are interested in using reusable containers if food delivery companies offered them this choice
2. What is the price that consumers are willing to pay when ordering food online that uses reusable containers?
3. What container materials are relevant/preferred by consumers?
4. What is the preferred way for returning the containers?

Insights

What percentage of consumers in Germany are interested in using reusable containers if food delivery companies offered them this choice?

- Overall, 64% of Germans are more likely to use a food delivery service that uses reusable containers
- For the 47% of Germans who use food delivery services regularly, the interest is even higher: 79%
- For the 53% of Germans who don't use food delivery services regularly, the interest is higher for younger Germans (16-30) than older Germans (31-65): 63% vs. 46%

What is the price that consumers are willing to pay when ordering food online that uses reusable containers?

- Overall, 82% of Germans are willing to pay more for a reusable container on a food order of 10 euros. Out of those who are willing to pay more, the average price is 2.2 euros.
- Young Germans who already use food delivery services are the most willing to pay more (94%) and willing to pay the most (2.7 euros more). Young Germans who don't currently use food delivery services are also very willing to pay more (89%), with average price of 2.6 euros.

What container materials are relevant/preferred by consumers?

- Overall, the most desired material is bamboo (38%), followed by glass (29%) and Reusable plastic (28%).
- Old and young germans, regardless of whether they are current users of food delivery service, have roughly the same order of material preferences.

What is the preferred way for returning the containers?

- Overall, the preferred method for return is: "I give it to my delivery person on my next order" (52%)