

# Delivering **UK** growth

**Deliveroo's 2024  
Impact Report**



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|--|-----------|
| <b>Introduction</b> .....                | <b>1</b>  |
| <b>Partner to the high street.</b> ..... | <b>3</b>  |
| <b>Supporting entrepreneurs.</b> .....   | <b>6</b>  |
| <b>Empowering riders</b> .....           | <b>8</b>  |
| <b>Case studies</b> .....                | <b>10</b> |
| <b>Tax contribution.</b> .....           | <b>15</b> |
| <b>2024 key stats</b> .....              | <b>17</b> |

# Delivering **UK** growth

## Deliveroo is a vital partner for the UK's hospitality and retail sectors.

At a time when local high streets faced significant pressures, our platform provided the **essential infrastructure for over 70,000 merchant partners to digitise, scale, and remain resilient.**

In 2024, our operations supported **109,000 jobs across the country** and generated **£2.1 billion** in Gross Value Added (GVA) for the UK economy.



**70,000+**

**merchants in the UK**

**Digitising. Scaling up. Remaining resilient.  
We know how to deliver growth.**

# Partner to the high street

**Deliveroo is a lifeline for SMEs, which make up over 99.6% of the UK hospitality sector.\***

**We're levelling the playing field** and allowing local merchants to compete with global chains by leveraging our logistics and data.

**In 2024, nearly half of our UK partners** reported an increase in dine-in revenues because of the exposure and reputation built through using Deliveroo, and **over a quarter** reported being able to reach new customers that they were unable to sell to previously.

\* Office for National Statistics, 2025.  
'UK business counts: Enterprises by industry and employment size band.'



- In 2024, **over £4 billion of UK merchant partner orders** were placed through Deliveroo.\*
- Our partnership allows businesses to grow. Notably, **3,800 partners** reported that Deliveroo enabled them to open entirely new premises.
- Beyond our **132,000 riders in the UK**, we supported a further 109,000 jobs in the economy through our operations in 2024.
- Our technology drives efficiency for our partners - **58% reported experiencing productivity improvements** that encouraged them to digitise further.

*\* As reported by restaurant partners*



THANK YOU!

total

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15.

THANK YOU!



**Deliveroo: driving efficiency  
for our partners**

**58%**

**reported experiencing productivity  
improvements that encouraged  
them to digitise further**

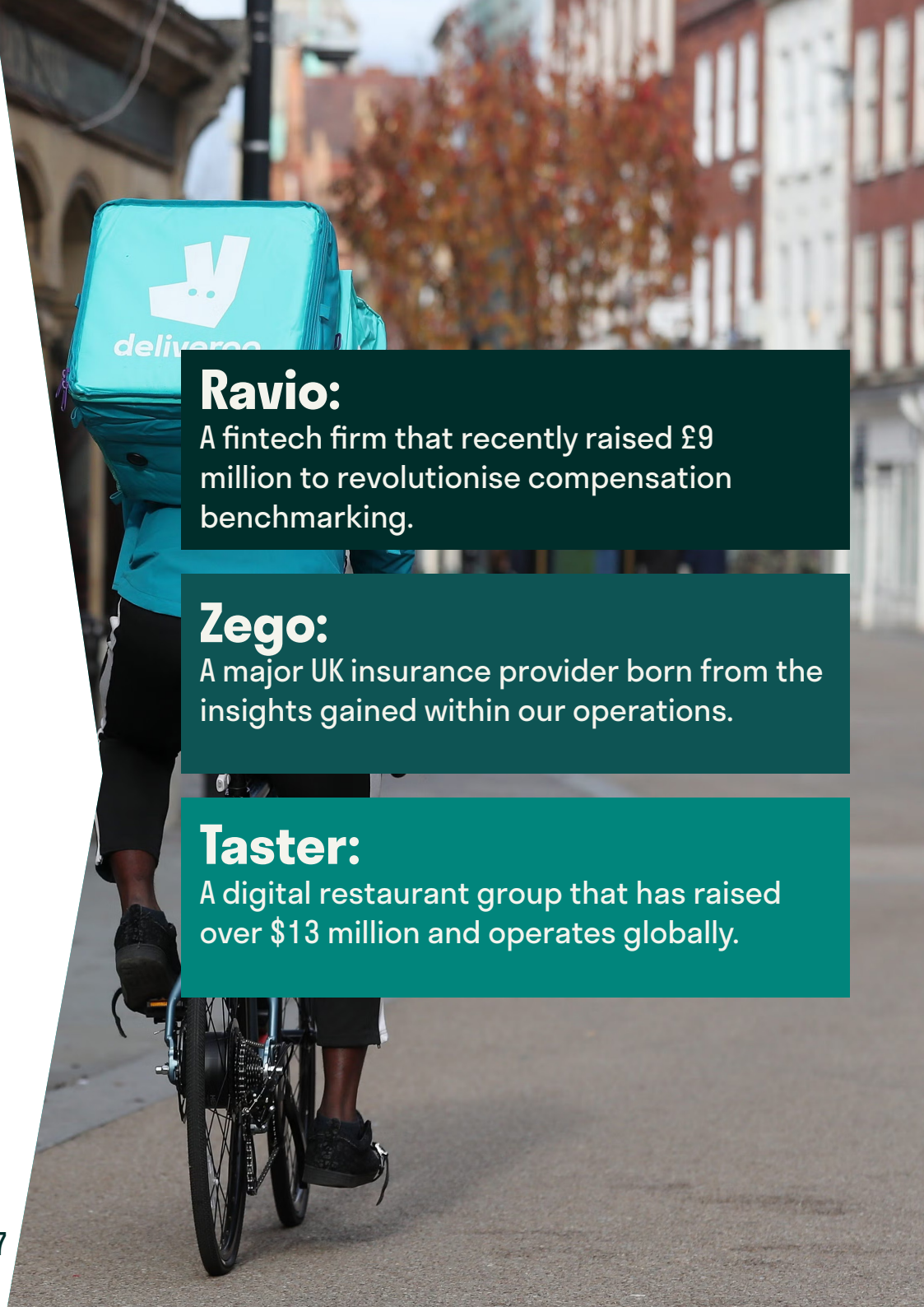
# Supporting entrepreneurs

**Deliveroo is a training ground for the UK's next generation of tech leaders.**



Our alumni don't just move on; they build the next wave of British startups, delivering a "ripple effect" of innovation across the economy.

- By 2024, more than 50 former Deliveroo employees had moved on to start their own successful businesses, the majority of which are headquartered in the UK.
- In 2023, these founders collectively created **over 1,100 new jobs** in diverse sectors.



### **Ravio:**

A fintech firm that recently raised £9 million to revolutionise compensation benchmarking.

### **Zego:**

A major UK insurance provider born from the insights gained within our operations.

### **Taster:**

A digital restaurant group that has raised over \$13 million and operates globally.

# Empowering Riders

**Our “Big Pitch” event has supported over 2,000 rider-entrepreneurs through equity-free grants to businesses like Hudjo (bike theft prevention) and Deaf Animation World.**

## Deaf Animation World:

**Empowering communication and inclusion through engaging educational animations in sign language.**

Deaf Animation World create 2D and 3D educational animations in sign language to raise awareness about deafness and inspire “all individuals”, but especially school children, to embrace the opportunity of learning their national sign language as they would with their spoken language.

## Hudjo:

**Tackling bike theft and alleviating the anxiety involved with leaving a bike in town.**

Hudjo is a mobile app that allows users to securely park their bike, by connecting them with local businesses that offer secure bike parking in urban areas across the UK.



# Case studies

**By providing data and a reliable revenue stream, Deliveroo acts as a springboard that allows British brands to scale with confidence.**



# BURGERISM

## **Precision-smashed patties for the delivery era.**

Founded in Salford in 2018 by Mark Murphy, Burgerism was born from a mission to create the ultimate delivery-first burger. As a pioneer of the smashed patty in Manchester, the brand focuses on high-quality Cheshire beef and technical consistency.

With five sites spanning **Central Manchester, Gatley, Salford, and Denton**, the group has scaled rapidly, earning the title of **Deliveroo's "Best Burger"** and a spot in **The Times' Top 10 Burgers in Britain**. By optimising for speed and flavour, Burgerism has transitioned from a cult delivery secret to a dominant regional leader and award-winning household name.



# CRUNCH

**From market stall to award-winning growth.**

Co-founded by Michael Medovnikov and Sacha Yonan, Crunch has seen extraordinary trajectory since its 2022 start as a pop-up in an independent pub in Shoreditch. Following its successful start, the brand opened in Spitalfields in August 2023.

After moving to an exclusive partnership with Deliveroo in 2025 and opening its flagship on Dean Street that same year, the brand secured a win at the Deliveroo Restaurant Awards and saw its 'Ultimate Combo' **reach the UK Top 10**. Building on this momentum, Crunch is now rapidly scaling its London footprint and expanding into new dining areas like breakfast.



**YUM  
CHA**  
飲茶

DIM SUM ROAST MEATS BIG PLATES

**Authentic heritage meets regional scale.**

Rooted in the traditional tea house culture of Hong Kong, Yum Cha was established to bring high quality Cantonese dining and handmade dim sum to the North of England. Offering a vibrant menu of delicate dumplings, fluffy bao, and aromatic roast meats, the brand delivers a rich balance of savoury and sweet authentic flavours.

**Since joining Deliveroo back in 2022, Yum Cha has grown from strength to strength,** utilising the partnership to fuel its rapid expansion across **Manchester, Liverpool, Warrington, and Altrincham.** By marrying deep rooted culinary tradition with modern digital reach, the group has successfully evolved into a powerhouse of the Northern casual dining scene.



# atis

**Data-driven operations for a premium experience.** A health-focused salad brand with 16 London locations, atis has operated exclusively on Deliveroo since its 2019 launch.

By leveraging Deliveroo's site-level data, atis has been able to identify and address granular operational challenges. For example, analysing care claims led to a redesign of their packaging, switching to hex plates, which reduced spillage claims by over 10%, directly enhancing the customer experience for delivery and dine-in.

# Tax contribution

In 2024, Deliveroo and its employees generated **£78 million in tax revenue**, comprised of:

- **£43m in Income Tax**
- **£32m in National Insurance**
- **£3m in Business Rates**

When including the activity we stimulated in restaurant partners, the total tax generated by Deliveroo-supported activity rose to **£160 million**.

# £78m contribution

The annual cost of funding  
over 15,000 primary school places across England\*

*\* Department for Education, 2025. 'The national funding formula for schools and high needs: 2026 to 2027'.*



# 2024 key stats

# £2.1bn

Total UK economic contribution  
(GVA)

# 132,000

Riders

# 109,000

Further jobs supported

# £78m

Direct tax contribution

# 2024 key stats

**70,000+**

Merchants in the UK

**58%**

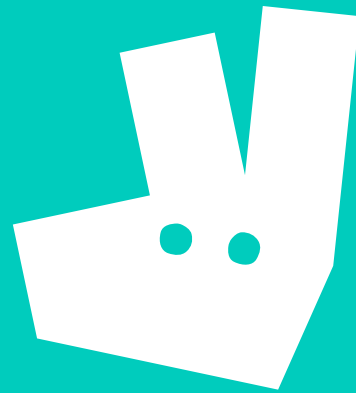
Partner productivity boost

**£4bn**

Value of orders for merchants

**3,800**

New business premises opened as a result of  
working with Deliveroo



**deliveroo**