

// Salience.

# Meal Delivery

Salience Index 2024

6 Month Report



This **Meal Delivery Report** was put together by a small team of humans at Saliency, using a whole host of tools, software and weeks of our time; What makes it into the report is the tip of the iceberg.

**Want to go beyond the data within?**

Speak to our team, any time, through our site or social pages.



# Editor's

As if last year wasn't tough enough, brands are charging into 2024 armed with concern for ever crowded channels, balancing automation with authentic engagement, maintaining digital trust and, of course, ROI.

We're already seeing revised approaches across the board this year. The desire to reduce reliance on paid channels, to varying degrees of success, website migration projects revived, and the duelling needs of brand performance and clear attribution.

Perhaps you see it differently. That's where this report comes in.

The report serves to remove the blinkers on who you see as competition and, looking at all serious players in your space, give an unbiased view on organic, social & brand performance within your sector.

In addition, underperformance in any of the nine key performance indicators provide direction on how to level up your digital performance as the year goes on.

Our next report on your industry will be in six months' time, but if you can't wait until then, get in touch any time

for an assessment of the market and how you're doing.

Enjoy the report!

**Brett Janes**  
**Managing Director**  
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# Note

**We are search marketers with an edge. From data-fuelled content marketers to business and data analysts, UX designers and technical gurus, we have the skills and know-how to grow your brand in whichever direction it needs. From new site builds to market leading search campaigns, we're the go-to agency for household names, challenger brands and ambitious start-ups.**

Starting in Chester as an SEO & PPC agency, we've expanded our skills and team exponentially over the last 13 years to ensure our clients' digital activities are in peak condition, from analytics to content marketing, we have the skills in-house to give your brand the competitive edge required to compete in today's digital world.



# Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

# Services

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# 0.63%

Of Google  
Searches Click On  
Results From The  
Second Page..

# Traffic Score Year on Year

## What is Organic Traffic Score in Ahrefs and how do they calculate it?

"This number is an estimation of how much organic search traffic your target website, subfolder or URL gets each month."

So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics, however, these are accurate metrics relatively across domains.

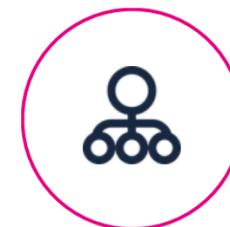
## How it's calculated:



Ahrefs find all the keywords for which your target ranks in the top 100 organic search results.



They estimate the search traffic your target gets from each of those keywords based on its ranking position, monthly search volume and our estimated CTR for that position.



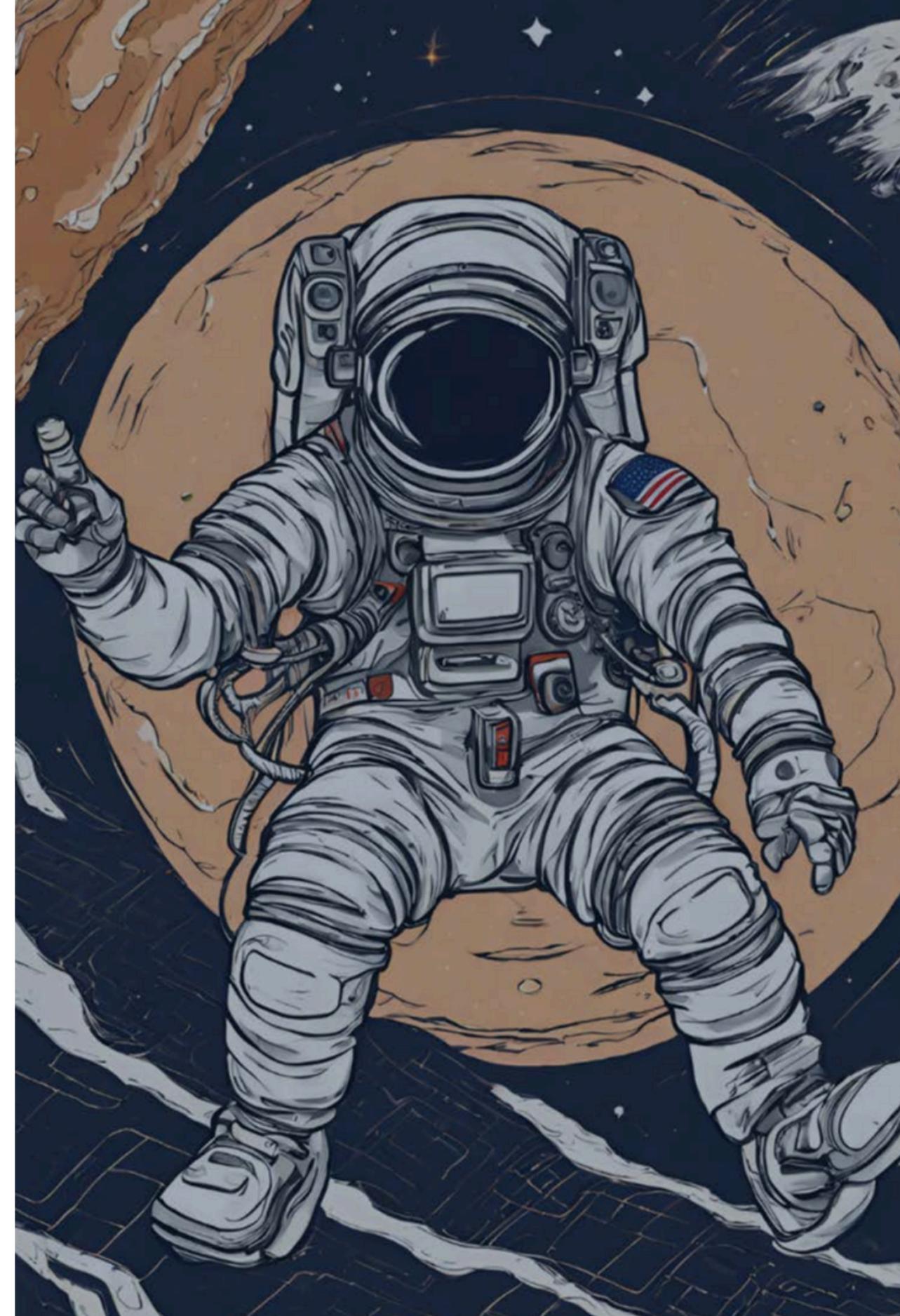
They sum up the traffic estimations of each keyword

# Traffic Findings

Top 5 winners



These brands are the ones to watch. They're on the rise with the biggest growth in the market. Whatever they're doing, search engines are loving it and you'll want to work out what that is and emulate their strategies, fast.



# Top 5 Losses

01 **gusto**

02 **ODDBOX**

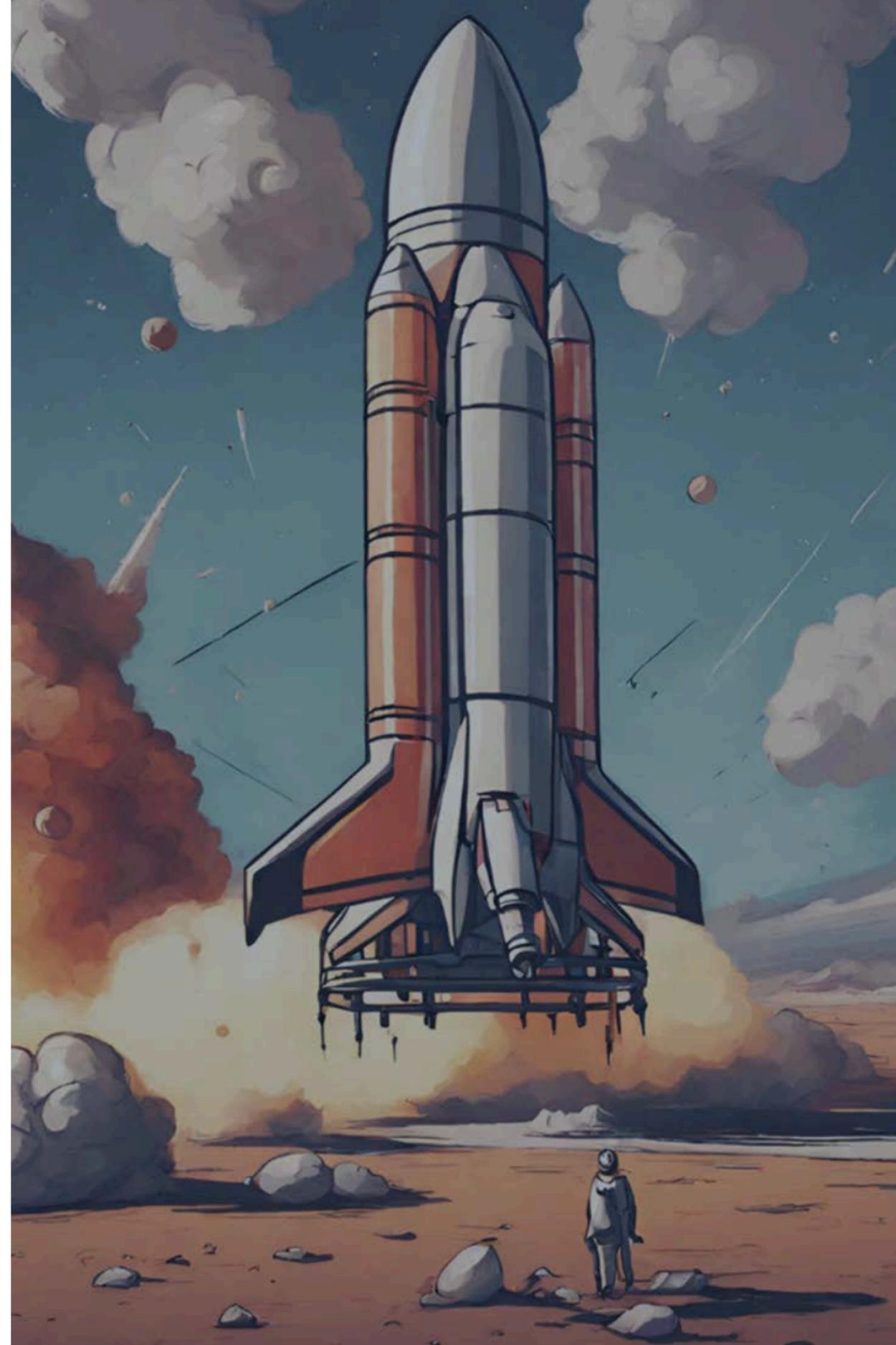
03 **FARMISON&CO**  
eat better meat®

04  **SimplyCook**

05 **LIONS PREP**



On the opposite end of the spectrum, these brands have had the biggest visibility drops. They're likely to have been punished by a search algorithm update or have let things slide over the course of the year. Either way, learn from their mistakes.



# Traffic Scores.

Site	Overall rank	YoY Change	Traffic Score Aug 24	Traffic Score Feb 24	YoY Change	Compared to Market
hellofresh.co.uk	1	0	539,602	533,213	1%	3%
gousto.co.uk	2	0	172,184	204,857	-16%	-14%
cookfood.net	3	0	162,573	146,151	11%	13%
riverford.co.uk	4	0	138,703	136,334	2%	4%
pastaevangalists.com	5	0	81,749	86,842	-6%	-4%
oddbox.co.uk	6	0	68,835	83,330	-17%	-15%
musclefood.com	7	1	68,049	54,422	25%	27%
abelandcole.co.uk	8	-1	62,518	60,384	4%	6%
allplants.com	9	2	42,510	44,449	-4%	-2%
wiltshirefarmfoods.com	10	0	36,998	47,671	-22%	-20%
farmison.com	11	-2	31,677	51,409	-38%	-36%
prepkitchen.co.uk	12	2	29,913	21,897	37%	39%
mindfulchef.com	13	0	29,542	29,926	-1%	1%
simplycook.com	14	-2	25,757	42,152	-39%	-37%
fieldandflower.co.uk	15	1	16,459	13,195	25%	27%
oakhousefoods.co.uk	16	2	13,817	9,079	52%	54%
parsleybox.com	17	2	10,031	8,879	13%	15%
latuapasta.com	18	5	8,155	6,137	33%	35%
simmereats.com	19	19	7,525	1,976	281%	283%
dietchef.co.uk	20	0	7,354	7,203	2%	4%
dishpatch.co.uk	21	6	6,476	5,420	19%	22%
coteathome.co.uk	22	2	6,340	6,100	4%	6%
preppedpots.com	23	2	6,259	5,980	5%	7%

# Traffic Scores.

Site	Overall rank	YoY Change	Traffic Score Aug 24	Traffic Score Feb 24	YoY Change	Compared to Market
detoxkitchen.co.uk	24	6	5,713	4,012	42%	45%
trifectanutrition.com	25	-8	5,459	9,680	-44%	-41%
heyfresto.co.uk	26	2	5,271	4,923	7%	9%
thecornishfoodboxcompany.co.uk	27	2	4,927	4,071	21%	23%
prepuk.com	28	3	4,469	3,961	13%	15%
apetito.co.uk	29	-7	4,439	6,346	-30%	-28%
thegoodprep.com	30	6	3,797	2,282	66%	69%
cremelondon.com	31	2	3,603	3,436	5%	7%
greenchef.com	32	0	3,558	3,767	-6%	-3%
planthood.co.uk	33	1	3,502	2,738	28%	30%
haarathome.co.uk	34	1	2,517	2,626	-4%	-2%
planty.uk	35	4	2,458	1,976	24%	27%
wearefoodstuff.co.uk	36	5	2,225	1,952	14%	16%
home-cooks.co.uk	37	5	2,139	1,749	22%	24%
freshfitnessfood.com	38	5	1,991	1,702	17%	19%
grubby.co.uk	39	1	1,987	1,967	1%	3%
scoffmeals.com	40	7	1,827	1,118	63%	66%
thecookaway.com	41	-4	1,823	2,014	-9%	-7%
fuelhub.co.uk	42	4	1,417	1,221	16%	18%
cerurestaurants.com	43	2	1,343	1,338	0%	3%
naturalketosis.co.uk	44	13	1,308	675	94%	96%
byruby.co.uk	45	9	1,174	778	51%	53%
icarecuisine.co.uk	46	14	1,154	555	108%	110%

# Traffic Scores.

Site	Overall rank	YoY Change	Traffic Score Aug 24	Traffic Score Feb 24	YoY Change	Compared to Market
resultplan.com	47	1	1,116	1,111	0%	3%
fishforthought.co.uk	48	-27	1,078	6,576	-84%	-81%
cleanfoodsmealprep.com	49	9	1,068	668	60%	62%
theofficelunch.com	50	-6	937	1,477	-37%	-34%
madeinoldstead.co.uk	51	2	819	923	-11%	-9%
bodychef.com	52	4	678	742	-9%	-6%
fieldgoods.co.uk	53	-4	672	1,086	-38%	-36%
thebodykitchenuk.co.uk	54	5	634	582	9%	11%
chefakila.com	55	7	463	330	40%	42%
chefsforfoodies.com	56	-1	458	754	-39%	-37%
saakshis.com	57	19	449	82	448%	450%
bredamurphy.co.uk	58	3	434	396	10%	12%
lionsprep.co.uk	59	-44	419	16,264	-97%	-95%
devonfarmkitchen.co.uk	60	8	363	226	61%	63%
macromealsuk.co.uk	61	-9	360	927	-61%	-59%
sunbasket.com	62	8	345	193	79%	81%
indulgedining.co.uk	63	0	315	313	1%	3%
potsfortots.co.uk	64	1	315	265	19%	21%
blueberryhillmeals.co.uk	65	-1	270	276	-2%	0%
afrisian.co.uk	66	0	266	264	1%	3%
modernpersiankitchen.co.uk	67	10	221	81	173%	175%
powfood.co.uk	68	-1	190	264	-28%	-26%
tiptree-meals.co.uk	69	3	183	168	9%	11%

# Traffic Scores.

Site	Overall rank	YoY Change	Traffic Score Aug 24	Traffic Score Feb 24	YoY Change	Compared to Market
realfooddelivered.co.uk	70	3	168	107	57%	59%
thefarmshop-online.com	71	0	131	175	-25%	-23%
easyprepfood.uk	72	19	121	15	707%	709%
nlckitchen.com	73	2	104	85	22%	25%
bistrochef.co.uk	74	6	101	62	63%	65%
onefinedine.com	75	6	60	49	22%	25%
chefonboard.com	76	-2	54	104	-48%	-46%
cavendishcooks.co.uk	77	13	45	17	165%	167%
simplyprepmeals.co.uk	78	-27	35	943	-96%	-94%
no1foodprep.com	79	5	31	40	-23%	-20%
masterscatering.co.uk	80	-2	30	77	-61%	-59%
cookmere.co.uk	81	2	27	46	-41%	-39%
springgreenlondon.com	82	-3	26	70	-63%	-61%
prepanddeliver.co.uk	83	2	23	37	-38%	-36%
ammifood.com	84	5	12	21	-43%	-41%
mymetabolicmeals.com	85	3	9	23	-61%	-59%
smartfitfood.com	86	7	8	9	-11%	-9%
cleanfoodkitchen.co.uk	87	7	8	5	60%	62%
greatfood2u.co.uk	88	11	6	1	500%	502%
revive-nutrition.co.uk	89	-2	5	27	-81%	-79%
athleteskitchenuk.co.uk	90	6	4	3	33%	35%
cheshirefood.co.uk	91	1	3	11	-73%	-71%
acookstour.co.uk	92	3	2	5	-60%	-58%

# Traffic Scores.

Site	Overall rank	YoY Change	Traffic Score Aug 24	Traffic Score Feb 24	YoY Change	Compared to Market
at-home.danddlondon.com	93	7	1	1	0%	2%
eversfieldorganic.co.uk	94	-68	-	5,911	-100%	-98%
diets2go.co.uk	95	-45	-	1,041	-100%	-98%
homecookeduk.com	97	-28	-	197	-100%	-98%
thetransformationchef.co.uk	98	-16	-	48	-100%	-98%
tastily.co.uk	96	-10	-	28	-100%	-98%
yeschefboxes.com	99	-2	-	2	-100%	-98%
heartyhOMEMADEmeals.com	100	-2	-	2	-100%	-98%

# Industry Variance

# -2%



Industry variance is the average of how much traffic change there has been in the market. So here, this indicates a -6% decrease in overall organic growth within this industry.

If the market's growing, you should be too. If it's shrinking, you need a precise and targeted search strategy.



ds Awards Awards Awards Awards Award

# Our

Since 2009, we've provided search marketing services for household names, challenger brands and ambitious start-ups across retail, lead generation, finance & charity sectors. We work on agile principles, born from the belief that marketing challenges rarely come with six month's notice, so there's no point in making plans that far in advance. We assess the biggest issues and opportunities for our clients at the start of every sprint. We are a new breed of search marketing agency that moves fast and adapts to opportunities in the moment, not in a month.



**10+** Years Experience

**8.5m** Organic Transactions

**58m** Organic Sessions

[Find Out More](#)

# Experience



**The results we've achieved from Salience's content marketing efforts have exceeded my expectations.**

— Paul Hambridge, MD



[Read this Case Study](#)

# Why Don't We Include PPC Data In Our Reports?

PPC data from third party platforms over your own Google Ads' account is unreliable. Unlike organic metrics such as visibility, which are easily measured, it is difficult to collect any meaningful PPC performance data without the use of spy programmes.

Although there are a number of PPC spying tools available on the market, these should never be trusted. We're only interested in giving you the most meaningful, relevant, and up-to-date data which simply cannot be achieved for PPC.



The team at Salience have completely overhauled our PPC campaigns, implementing a new strategy which keeps costs low and ROAS high. Onboarding was fast and easy with transparent pricing and very minimal setup required.

We've had great communication throughout and regular meetings to discuss progress.

Rosie Adams, Marketing Manager,  
Hard to Find Whisky

**HARD TO FIND**  
**WHISKY**  
*Selling collectables since 1991*

# Case Study



## A dominating brand paid media strategy for **Wholesale Sweets**.

Wholesale Sweets is a self-descriptive business: sweets at wholesale prices.

When approached to be paid media partners, the brand was in a transitional period between brand names, moving from UK Sweets to Wholesale Sweets. Having a “generic” search term within a brand name presents both great challenges and benefits.

The brand’s vision was clear: create a dominating brand strategy for Wholesale Sweets: become synonymous with the term “Wholesale Sweets”.

At the beginning of the campaign it was clear that gaining visibility in this area would be tough. The term “wholesale sweets” isn’t considered a brand by Google; a total of 15 other competitors still actively bid for top position.

Using a targeted approach to dominate the new brand brought the following results:

- Search impression share (visibility) increased by 117%,
- Ads serve above organic results 173% more often
- Position 1 achieved 188% more often
- Conversions increased by 130%
- Conversion value doubled

AKA domination of “wholesale sweet” terms.

## Similar Challenges?

**Talk to an expert.**





“

**Going above and beyond our expectations of a digital marketing partner, Salience gave us the insight and understanding to take our business to the next level whilst keeping it enjoyable and fun.**

· Caren Downie, Fashion Director

**LEMONADE DOLLS**

[View Case Studies](#)

# Keyword

We've been keeping a close eye on what keywords people are searching for in the market, allowing us to see what is trending.

In the following sections we'll give you the heads up on which keywords are on the rise and need your attention, alongside those which are becoming less and less important.

Using historical search data, we're able to find trend patterns and identify opportunities ahead of the curve.

Our search and content strategists continually monitor industry movements. From here, we're able to spot content and category gaps before they're deemed industry standard.



The cost of living crisis has brought huge changes to most of the consumer landscape. Monitoring changes in search volume for keyword groups is essential to spotting new trends and surging demand.

# Trends

## Emerging Products

# Emerging Products

Keyword	Search Volume	Interest Trend
healthy meals near me	12100	72%
delivery restaurants near me	5400	392%
meal prep services	4400	30%
food meal delivery	4400	19%
meal delivery	4400	19%
kebab delivery near me	4400	7%
fish and chip delivery near me	3600	115%
place to order food near me	3600	22%
delivery places near me open now	2900	52%
food delivery near me open now	2900	52%
healthy food ready meals	2400	13%
ready meals healthy	2400	13%
roast dinner delivery near me	1900	45%
chip shops that deliver near me	1900	26%
asian food for delivery near me	1900	18%
chinese food delivery near me	1900	18%
sunday roast deliveries near me	1600	35%
meal prep companies	1600	14%
pizza delivery near me now open	1000	103%
chinese food places near me that deliver	1000	46%
meal prep near me	1000	27%

## Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
gousto	165000	8%
wiltshire farm foods	74000	22%
green chef	22200	30%
prep kitchen	12100	59%
farmison	12100	24%
cote at home	12100	8%
cook food	9900	1%
simmer eats	8100	487%
planthood	5400	157%
apetito	5400	23%
latua pasta	3600	31%
home cooks	2900	31%
ceru restaurants	2400	13%
fuel hub	1900	19%
planty	1600	49%
prepuk	1600	25%
the good prep	1000	8%
result plan	880	45%
i care cuisine	260	15%
clean foods meal prep	90	8%
gousto	165000	8%

## Receding Products

# Receding Products

Keyword	Search Volume	Interest Trend
breakfast delivery near me	9900	-6%
order food online	6600	-12%
sunday roast dinners delivered near me	5400	-39%
dessert delivery near me	5400	-24%
roast dinner delivery	3600	-29%
meal prep and delivery	3600	-12%
fish and chips near me delivery	2900	-81%
breakfast food delivery	2900	-21%
eateries that deliver near me	2400	-27%
meals delivered to your door	1900	-21%
indian food delivery near me	1900	-13%
kebab delivery	1600	-29%
keto diet delivery	1600	-23%
keto meal delivery	1600	-23%
meal delivery kits	1600	-28%
carvery delivered near me	1600	-12%
sunday lunch delivery near me	1300	-23%
buy food online near me	880	-26%
online food order near me	880	-26%
lunch delivery near me	880	-28%
lunch places that deliver near me	880	-28%
food box subscription uk	880	-38%
meal delivery service uk	720	-53%
24 food delivery near me	720	-36%
food delivery bristol uk	720	-38%

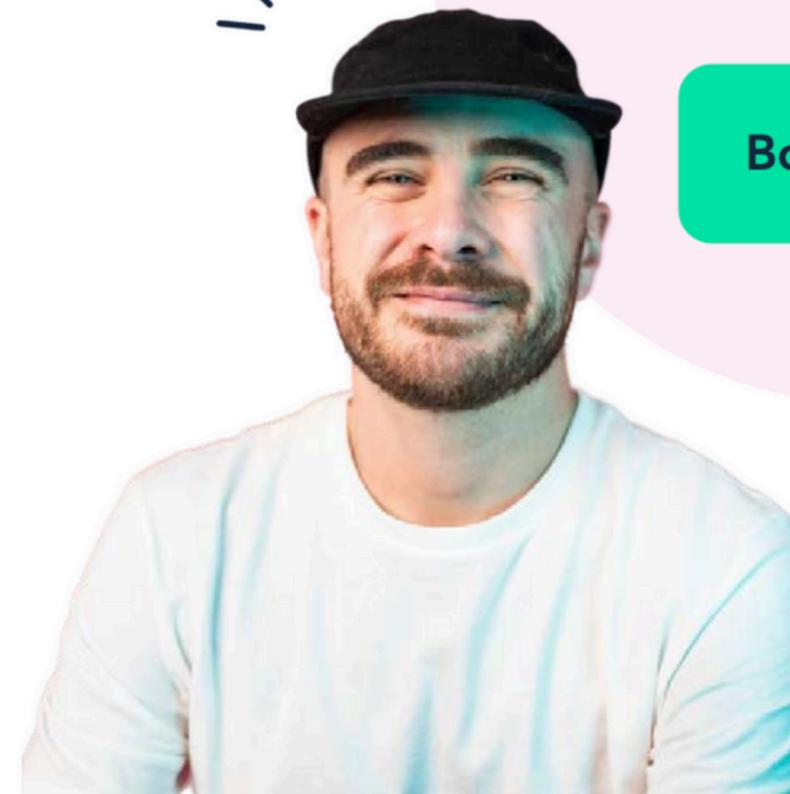
## Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
hello fresh	368000	-41%
muscle food	90500	-52%
mindful chef	74000	-27%
abel and cole	74000	-18%
simply cook	74000	-7%
oddbox	60500	-27%
pasta evangelists	40500	-23%
parsley box	27100	-34%
all plants	14800	-18%
oakhouse foods	14800	-7%
field and flower	9900	-23%
diet chef	5400	-24%
grubby	5400	-18%
prepped pots	4400	-42%
fresh fitness food	4400	-6%
fish for thought	2900	-47%
river ford	1600	-19%
byruby	1300	-23%
haar at home	1300	-29%
the cornish food box company	1300	-7%
scoff meals	1000	-6%
natural ketosis	590	-24%
dish patch	210	-10%
hey fresto	110	-10%
trifecta nutrition	90	-42%

 **Simmer Eats** has generated the  
greatest increase in brand  
awareness QoQ.

**Hats off to all the teams  
involved!**



**Brett Janes**  
**Managing Director**

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[Book a Chat](#)

# Ooo Nice Clients...

Dreams

carpetright.

Lindt 

HARVEY MARIA<sup>®</sup>  
— FABULOUS FLOORS —

sunny

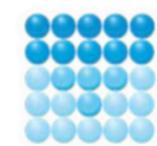
 early  
learning  
centre

PÂTISSERIE  
VALERIE

  
FLOORING KING

  
The Entertainer  
TheToyShop.com

PAPIER

 BRITA<sup>®</sup>

 JUSTMYLOOK

  
TOTALLY wicked<sup>®</sup>

LiveScoreBet<sup>™</sup>

  
healthspan

PORCELANOSA



Sleep & Snooze is a challenger brand in the Beds & Mattresses space.

They partnered with Saliency to increase brand awareness and drive press coverage, with the core aim of placing their brand directly in front of consumers.

Taking a search-first approach to digital pr we made sure that our strategy focussed on obtaining high-quality, relevant links.

### How we did this?

In order to grow brand awareness and build relevant links, we first had to narrow down the core topics which their subject matter expert could speak on with authority.

For Sleep & Snooze these topics were: sleep hygiene & bedroom interior design.

This meant we were able to outreach expert advice to journalists in the lifestyle and interiors press on:

- **Bedroom Feng Shui**
- **The Coastal Grandma Interior Trend for Bedrooms**
- **Bedscaping**
- **Mattress and Bedding Hygiene**

### THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links

# Got a

Come across any head-scratchers in this report so far?

Get in touch for a no-strings chat and we'll run you through any metrics and how they apply to your brand.



Email us



Call us



Live Chat

# Question?



// **Salience.**