

Football's coming home, and so is dinner: Just Eat data shows England matches fuel takeaway boom ahead of England vs Norway clash

- **England matches have driven some of Just Eat's busiest days of the year, with orders up 16% on average compared with the previous week, while the 2am Mexico clash sparked a 129% surge as fans stocked up on late-night snacks.**
- **Around three quarters of orders are placed before kick-off, as 71% of fans say they'll be watching the quarter-finals at home or with friends, setting the stage for another bumper weekend of deliveries.**
- **With 24-hour coverage now reaching 95% of the UK and over 100 cuisines on offer, Just Eat is geared up to serve customers through every kick-off, every goal, and every morning after.**

London, 10 July 2026: England's matches have already delivered some of Just Eat's busiest days of the year, with the online delivery platform expecting another surge in demand as fans prepare to watch England take on Norway this weekend.

New data from Just Eat reveals that, excluding England's late-night clash with Mexico, order volumes have increased by an average of 16% during England matches compared with the same time period the previous week. Meanwhile, the 2am kick-off against Mexico sparked an even bigger spike, with orders increasing by an average of 129% in the build-up to and during the match as fans stocked up on late-night snacks.

With another huge audience expected, Just Eat commissioned research with Censuswide, which found that 71% of people plan to watch the quarter-finals either at home or at a friend or family member's house, setting the stage for another busy weekend of deliveries.

The tournament has also revealed clear matchday ordering habits. For evening and late-night kick-offs, around three quarters of all orders are placed before kick-off, with fans

preferring to get organised before the action starts rather than ordering at half-time. The only exception was England's 5pm match against DR Congo, where ordering continued to rise during the game as it coincided with family dinner time.

England's 2am victory over Mexico also created a unique second wave of demand. Fans ordered dinner as normal between 6pm and 7pm, before returning to the app for another spike in orders between 2am and 3am ahead of kick-off.

Across the tournament, the nation's favourite matchday meals have been burgers, pizza and Italian food, and chicken, with burgers topping the charts for England's matches against Croatia, Ghana and Mexico, while pizza proved most popular during the Panama and DR Congo fixtures.

Morning orders also saw a 15% uptick across all five matches, with people choosing to have breakfast delivered to their door following the late night kick offs. The late finish against Mexico was a slight anomaly, as fans opted out of ordering takeaway breakfasts but instead switched to grocery orders, which increased by 19% as fans swapped the supermarket trip for the convenience of home delivery after a late night.

"Football fever is proving to be a win-win for fans and our partners. Whether it's burgers before kick-off or late-night snacks for the nail-biting moments, England matches are creating some of the busiest days of the year. With so many people planning to watch England together this weekend, we're expecting another busy night for our restaurant and retail partners. Britain's getting behind bringing dinner home, now we're hoping England can do the same with football. "

Andy Washington, Commercial Director at Just Eat

Customers looking to enjoy a feast during the football will find a range of offers on the Just Eat app including 50% off faves, free breakie items and late-night free delivery.

ENDS

Further figures from Censuswide polling

- Watching the match:
 - 29% say their ideal England watch is a low-effort evening with snacks and drinks, while 21% say it's a relaxed night in with a takeaway.
 - 64% say they prefer watching at home because it's more comfortable
- Top orders:
 - 48% say they are more likely to order takeaway food for watching, with 32% ordering groceries.
 - Outside of food orders, 15% say they would be likely to order decorations, flags or bunting
- The morning after:
 - 55% say they are likely to order coffee or caffeinated drinks and 39% are likely to order energy drinks, owing to the late night matches.
 - 33% said they were likely to order paracetamol or ibuprofen
- Convenience is King:
 - 81% find it useful to get all or most of their match-day items through one app

The research was conducted by Censuswide, among a sample of 1,001 people who currently watch the World Cup. The data was collected between 29th June - 2nd July. Censuswide is a member of the Market Research Society (MRS) and the British Polling Council (BPC), and a signatory of the Global Data Quality Pledge.

About Just Eat Takeaway.com

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Just Eat Takeaway.com is one of the world's leading global on-demand delivery companies.

Headquartered in Amsterdam, the Company is focused on connecting consumers and Partners through its platforms. With 362,000 connected Partners, Just Eat Takeaway.com offers consumers a wide variety of choices from restaurants to retail.

Just Eat Takeaway.com has rapidly grown to become a leading online food delivery marketplace with operations in Austria, Belgium, Bulgaria, Canada, Germany, Ireland, Israel, Italy, Luxembourg, Poland, Slovakia, Spain, Switzerland, the Netherlands and the United Kingdom.

Most recent information is available on our corporate website and follow us on [LinkedIn](#) and [X](#).

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