

Principles of Marketing Report: Deliveroo SWOT Analysis

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Introduction

Deliveroo is a British multinational online food delivery company founded in 2013 and headquartered in London. It operates in the on-demand delivery industry, connecting customers with restaurants, grocery stores, and retailers through a digital platform. Following its acquisition by DoorDash in October 2025, Deliveroo's international footprint and competitive skills were strengthened when it joined a broader global delivery network. As of August 2025, Deliveroo offered a variety of goods and services to customers through partnerships with about 182,000 eateries, supermarkets, and retail establishments. Well-known providers like Just Eat and Uber Eats compete with Deliveroo. It is renowned for its quick delivery, extensive partner choices, and strong emphasis on convenience and client satisfaction. This report's objective is to apply the SWOT model to a situational study of Deliveroo. In order to assess how these elements affect Deliveroo's marketing choices, the report will look at both external opportunities and threats as well as internal strengths and shortcomings. (Wikipedia Contributors, 2019)

Situational Analysis for Deliveroo: SWOT

SWOT analysis is a widely used strategic tool that helps organisations evaluate their internal strengths and weaknesses, as well as external opportunities and threats (Kotler and Keller, 2016, pp. 47–48). It is particularly relevant for digital platform businesses such as Deliveroo, which operate in highly competitive and dynamic environments.

Strengths

Deliveroo's key strength is its strong brand recognition and market position, which helps attract customers and restaurant partners. Strong brands create customer trust and influence purchasing decisions, supporting competitive advantage (Armstrong et al., 2020). The company also benefits from a technology-driven platform, which enables data collection and personalised marketing, improving customer engagement and experience (Corcoran, 2023, p. 31). In addition, Deliveroo has a large partner network, which enhances its value proposition and platform competitiveness (Corcoran, 2023, p. 166). Finally, Deliveroo's focus on convenience and customer experience aligns with digital consumer behaviour, increasing satisfaction and retention.

Weaknesses

Deliveroo faces challenges related to digital communication overload, where excessive marketing messages may lead to customer dissatisfaction and reduced engagement (Corcoran, 2023, p. 216). In addition, digital campaigns often experience low response rates, which limits their effectiveness and increases marketing costs (Corcoran, 2023, p. 216). The company also faces low customer switching costs, meaning users can easily switch to competing platforms such as Uber Eats, increasing pressure on customer retention strategies (Jobber and Ellis-Chadwick, 2019). Deliveroo can further develop data-driven marketing strategies, using customer data to deliver personalised and targeted campaigns. This approach improves customer engagement and purchasing behaviour, enhancing overall marketing effectiveness (Miller, 2026, pp. 105–106).

Opportunities

Deliveroo has several growth opportunities driven by digital transformation and changing consumer behaviour. The use of data-driven marketing allows companies to better understand customer preferences and enhance engagement (Miller, 2026, pp. 105–106). Additionally, the expansion of digital technologies and innovation capabilities enables firms to improve competitiveness and reach wider markets (Indriastuti and Fachrunnisa, 2024, pp. 318–320). The increasing use of social media and personalised communication also creates opportunities to strengthen customer relationships and brand loyalty (Corcoran, 2023, pp. 215–216). Furthermore, evolving consumer lifestyles and demand for convenience services support the growth of online delivery platforms. Deliveroo can expand through partnerships with restaurants and retailers, increasing its service offerings and strengthening its competitive position (Kotler et al., 2018, pp. 80–82). The continued growth of the online food delivery market presents significant expansion opportunities for Deliveroo, as demand for convenience services is increasing globally.

Threats

Deliveroo operates in a highly competitive market featuring strong competitors such as Uber Eats and Just Eat, which puts pressure on market pricing. High levels of competition can reduce profitability and limit long-term growth (Kotler et al., 2020, pp. 47–48). A key threat in the food delivery industry is growing concern over privacy and data security, as companies increasingly rely on sensitive consumer data, which could erode trust (Wani & Mabood, 2024). The high costs associated with advanced technologies may also limit accessibility and

could hinder market growth (Wani & Mabood, 2024). The market is also becoming highly competitive and saturated, putting pressure on companies to maintain profitability (Statista, 2025). Finally, strict regulatory and compliance requirements increase operational complexity and costs (Wani & Mabood, 2024).

Critical Analysis and Evaluation

According to the situational analysis, Deliveroo works in a dynamic and fiercely competitive industry where its strategic choices are influenced by both opportunities and dangers. Technology and high demand have benefits, but they also have risks that need to be controlled. The meal delivery industry in the UK is quite competitive. Porter's Five Forces state that in order to keep customers loyal, Deliveroo must constantly innovate and differentiate its offerings due to intense competition and cheap switching costs. Additionally, there are advantages and disadvantages to technological advancement. It adds exposure to cybersecurity and data privacy concerns, which may erode consumer trust even though it promotes efficiency and customisation. Deliveroo's pricing methods are further constrained by growing operational costs and consumer price sensitivity, necessitating greater emphasis on cost effectiveness. Furthermore, continual adaptation is necessary due to shifting consumer expectations, such as the need for sustainability and ease. Ultimately, Deliveroo's success is on striking a balance between risk management and innovation while preserving consumer confidence and competitiveness in a crowded industry.

Conclusion

Deliveroo operates in a competitive and dynamic industry that is impacted by changing customer expectations, cost challenges, and technological improvements, as the report reveals. These factors provide the business significant challenges as well as opportunities for growth. To be competitive, Deliveroo must focus on increasing productivity, strengthening customer relationships, and adapting its approach to changes in the market. Managing issues including pricing pressures, competitiveness, and data-related risks will be essential. Deliveroo's long-term success will ultimately depend on its capacity to be flexible and responsive in a rapidly changing market.

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