

## Foodservice Online Ordering and Delivery - US - November 2018

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"Restaurant delivery and carry out continue to be a bright spot for the foodservice industry with use being driven by consumers across generations looking for convenience and younger consumers looking to relax at home. The majority of consumers still prefer to order directly from restaurants, but interest in third party delivery companies is growing especially among younger consumers."

**- Hannah Spencer, Foodservice Analyst**

This report looks at the following areas:

- **Third party delivery usage remains low**
- **Room to improve delivery quality and perceived value**

Restaurants across the foodservice industry from fast food to fine dining are continuing to feed consumer demand for more delivery and convenient ordering options. While ordering by telephone remains a top off-premise ordering method, it is dropping in popularity as more customers are ordering directly from restaurant websites or mobile apps. The majority of consumers prefer to order directly from restaurants with third party delivery company usage concentrated among younger consumers, but still rising across generations. This continued growth of online ordering and delivery proves that it is not a fad, but an industry shift that restaurants must adapt to or risk losing relevancy.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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