How Online Food Ordering & Delivery Are Reshaping The US Restaurant Industry

Since 2014

digital ordering and delivery has grown 300% faster than dine-in traffic since 2014

In less than seven years, the percentage of online orders has tripled:

2011 — **22%** (637 million of all delivery visits)

2016 — **48%** (2 billion visits)

2018 — **68%** est 2018 (It is estimated that the market for online ordered delivery meals will grow by 20% this year)

46% of all foodservice delivery orders are on a deal because of the easy access to coupons and other discounts.

How many times do people order food for delivery?

order takeout or delivery at least once a week

use delivery services to purchase meals from casual dining restaurant

of consumers are using delivery services at least once/month

20% of the respondents also stated that they enjoyed dining using food delivery services "very much".

Young adults are the most satisfied with delivery: 93% of Gen Z and 87% of Millennials are very satisfied or satisfied with delivery services.

How much are people willing to pay for food delivery?

27% are willing to spend more for faster delivery speeds

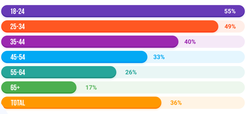
44% are likely to order food for delivery more often if restaurants could offer them faster delivery times

76% of people are likely to dine at a restaurant if they had previously enjoyed an online delivery from there.

Customers who order online takeout and delivery are more likely to reorder within 60 days than walk-in customers.

In 2018, 36% of US internet users under 35 ordered restaurant delivery frequently

US Internet Users Who Used a Food Delivery Service to Deliver a Restaurant Meal, by Age, Feb 2018



57% of millennials

(amounting to 73 million people in the US alone) say that they have restaurant food delivered so they can watch movies and TV shows at home

59% of restaurant orders from millennials are takeout or delivery

20% of consumers say they spend more on off-premise orders compared to a regular dine-in experience

34% of consumers spend at least $50 per order when ordering food online. On average a person spends around $16–20 in a full-service restaurant.

63% of consumers

agree that it is more convenient to get delivery than dining out with a family

Top reasons for not ordering food online

In 2016

the US food delivery market was valued at around 83 billion.

Online food delivery is projected to have an important growth over the next years

Source: McKinsey&Company

By 2020,

restaurants who won't offer online food ordering & delivery **will lose over 70%** of their customers.

Sources:
QSR Web, NPD, Lightspeed, NRN, Restaurant Business, Odilla, Caterfyer, McKinsey & Company, Morgan Stanley

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