



U.S. EDITION

2021 Restaurant Online Ordering Trends

Consumer Preferences on Delivery and Pickup Ordering

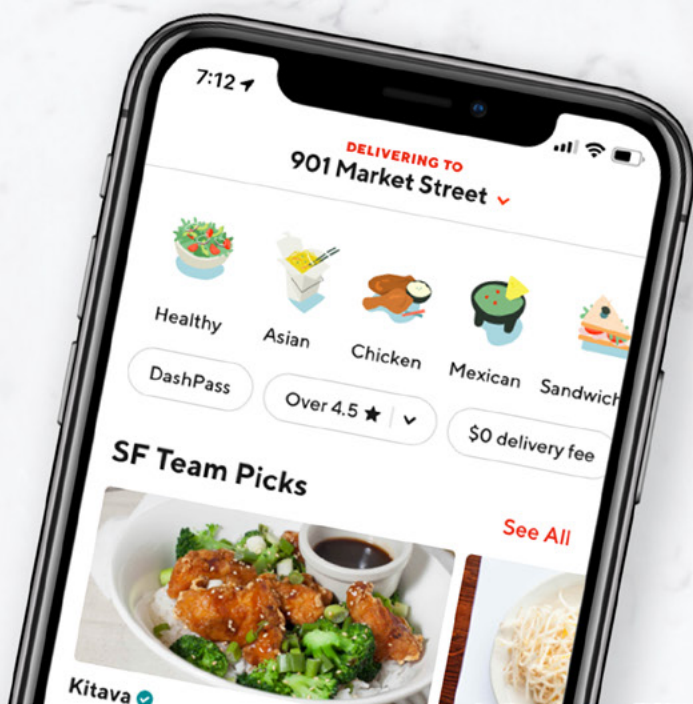


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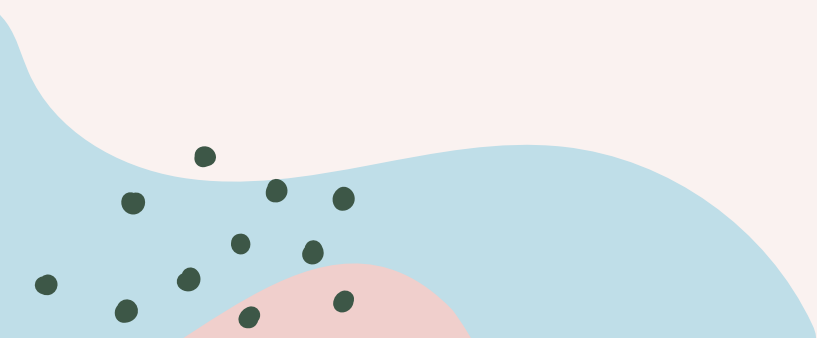
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CHAPTER 1

Introduction

Why we made this report

The restaurant industry has dramatically changed since the onset of the COVID-19 pandemic and off-premises dining became more important than ever for both restaurants and customers.

But how will online ordering and third-party delivery evolve with the return to normalcy?

At DoorDash, we want to help you make the right decisions for your business.

This report brings you in-depth, current information on consumer online ordering preferences and emerging dining trends. DoorDash surveyed 1,525 customers across the U.S. in April 2021 to learn how they're eating now.

[Food delivery](#) continues to grow every year: as of June 2021, year over year growth reached 17%¹.



On the DoorDash App, pickup has seen 471% growth year over year while delivery has seen 140% growth year over year (Q1 2021 vs. Q1 2020).

Consumers want options — and off-premises dining provides flexibility and accessibility to great food when and where they want it. This report explores what consumers are looking for when ordering online, along with how restaurants can meet these needs and deliver unparalleled digital dining experiences.



CHAPTER 2

Dining behaviors

How habits changed during the pandemic

The COVID-19 pandemic necessitated consumers staying at home and forgoing in-person dining. The way they adapted reflects trends that were already taking shape: dining behaviors are increasingly shifting toward online ordering and off-premises dining.

People are equally as likely to order takeout or pick up meals as they are to cook, followed by ordering for delivery. They're even less likely to eat on-premises at a restaurant than they are to participate in other forms of dining.

79%

of people report ordering for pickup at least twice in the past month

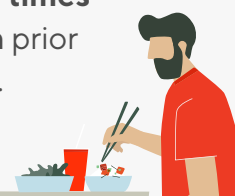
An average of 4 times per month

56%

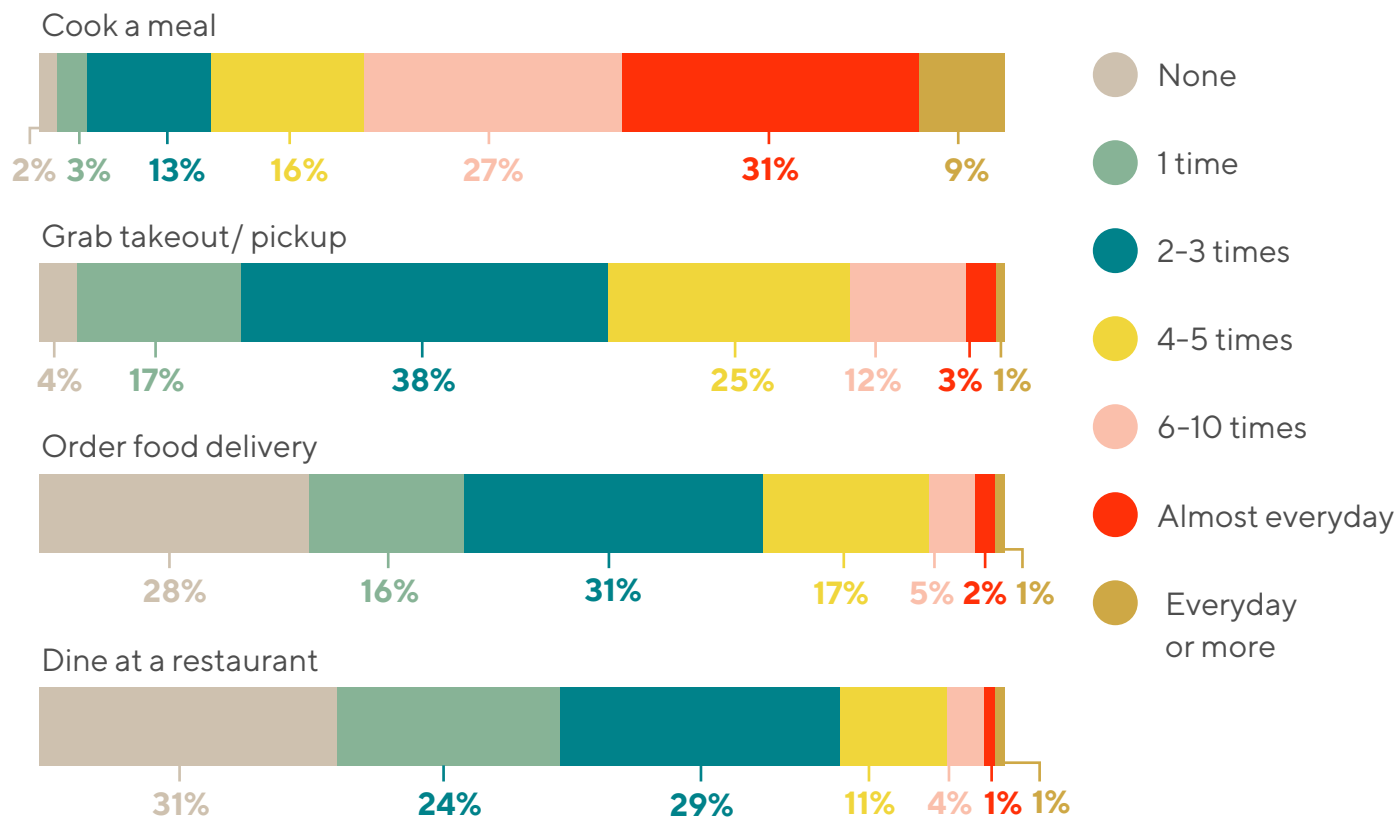
of people have ordered delivery at least twice in the past month

An average of 2.8 times per month

In comparison, only **44% of customers** report dining out **2+ times in the month** prior to our survey.



In the past month, how many times did you do the following?



Digital matters

When selecting somewhere to order delivery or takeout:

29%

of customers think about restaurants near them or near where they're going

17%

of customers go to a restaurant's website or app

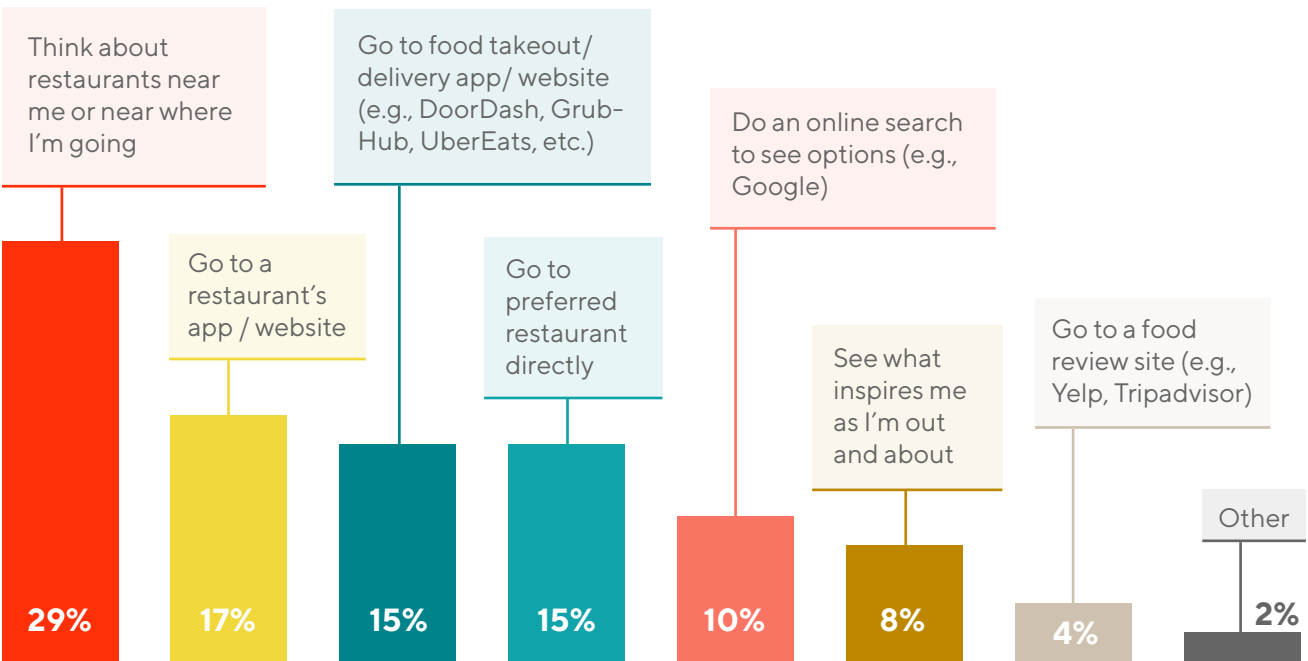
15%

of customers turn to a logistics platform like DoorDash

10%

of customers search for restaurants using an online search engine

When you were making the decision about where and how to get food delivery or takeout, where did you typically start that process?



The research shows just how important it is for your business to build its online presence — especially when it comes to acquiring new customers. Unlike a restaurant site or search engine, a third-party platform puts hundreds of thousands of restaurants at customers' fingertips and gives businesses exposure to new customers in their neighborhood.

Speed and personalization reign supreme

When deciding whether to order pickup, delivery, or dine-in, customers' top priorities are:

76%

The quality of the ordering method

74%

The ability to customize items to their preferences

69%

The speed at which they receive their food

On a scale of 1-5, how important is each factor when deciding what method to use to order from a restaurant?

A good ordering experience



Being able to customize the items in my order



Food is ready fast



Accurate delivery time estimates



Low fees



There is customer support when things go wrong



Having low food costs



Promotions / specials



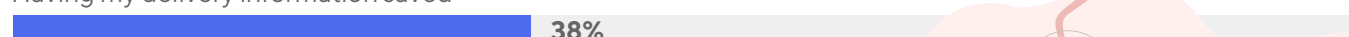
A broad selection of restaurants



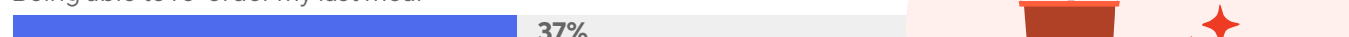
I can track my delivery or pickup status



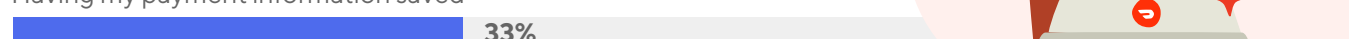
Having my delivery information saved



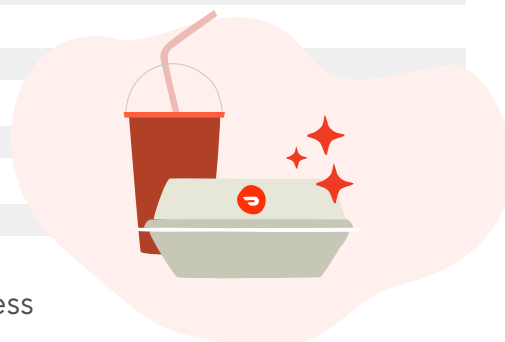
Being able to re-order my last meal



Having my payment information saved



All of these desires point to one key trend: diners want a seamless experience that makes online ordering simple.



Online ordering is the most popular method

Customers indicated a strong preference to order their food online over other methods:



43% of customers prefer to order for delivery through a restaurant's website or app



27% of customers prefer to order for delivery through a third-party delivery platform

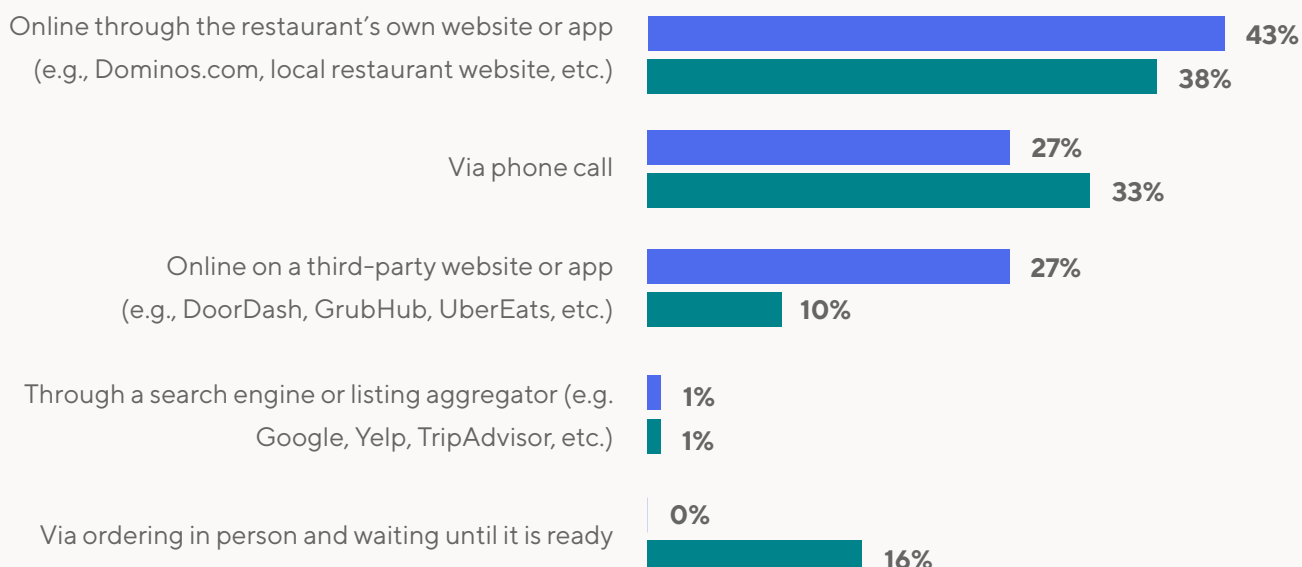


16% of customers prefer to go to a restaurant in person and wait for pickup

What is your preferred method of ordering delivery or pickup?

 Delivery

 Pickup



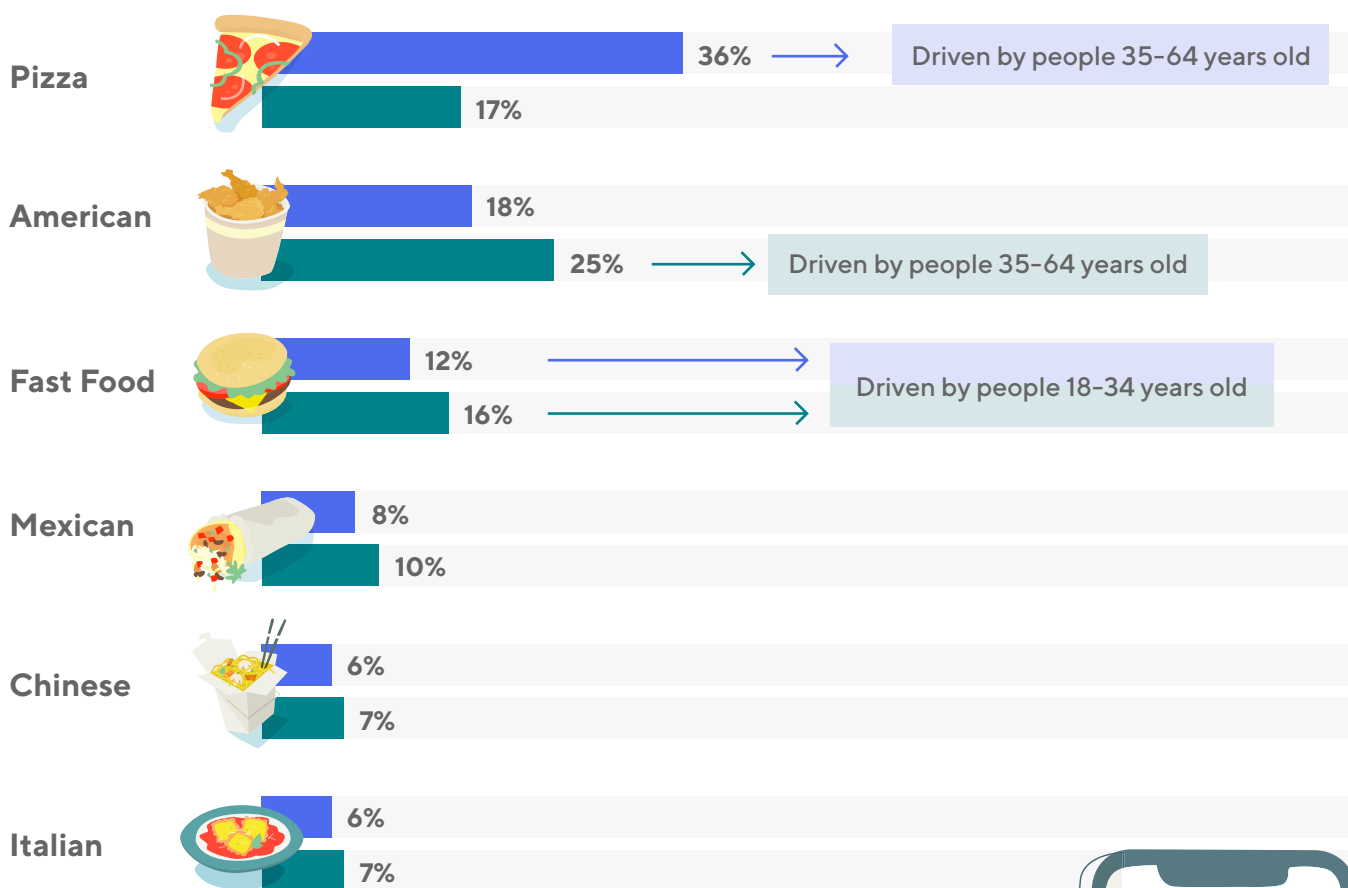
Pizza tops the list

What type of food are customers craving most? Pizza was the most widely-ordered delivery staple, while American food was the most popular option for pickup.

What is your preferred method of ordering delivery or pickup?

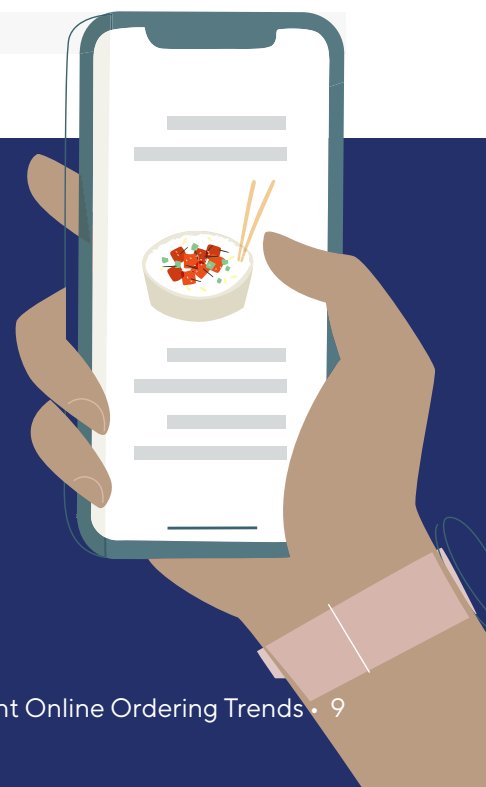
● Delivery

● Pickup



The bottom line

For restaurants today, building and growing online channels is key. Customers want lightning-fast service, convenient ordering, and the freedom that comes with multiple options. Online ordering gives diners the ability to customize food to their preferences and get a meal precisely when and where they want it. With both a branded online ordering system on your website, and a presence on third-party delivery apps, your restaurant can reach more customers looking for delivery and pickup options.





CHAPTER 3

Food on-demand

Inside delivery preferences

The growth of the food delivery industry has been trending upwards for years — and accelerated even further during the COVID-19 pandemic. Prior to the pandemic, food delivery encompassed 10% of the restaurant industry’s market share — and now, it’s 14% of the industry and only projected to grow². In an ever-evolving, increasingly busy world, delivery provides customers with convenient access to delicious, high-quality food.

Here’s what customers look for in food delivery

76%

of customers value a good ordering experience

74%

of customers want to be able to customize the items in their order

69%

of customers value their food being ready fast

67%

of customers want accurate delivery time estimates

On a scale of 1-5, how important is each factor when deciding what method to use to order food from a restaurant?

A good ordering experience



Being able to customize the items in my order



Food is ready fast



Low fees



Accurate delivery time estimates



There is customer support when things go wrong



Having low food costs



Promotions / specials



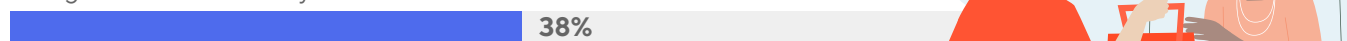
I can track my delivery or pickup status



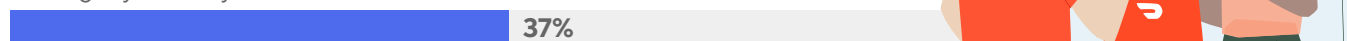
A broad selection of restaurants



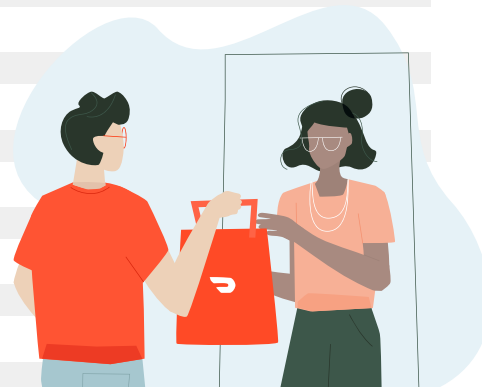
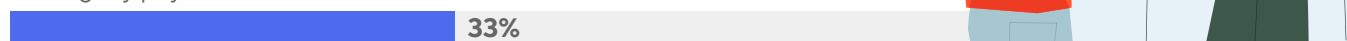
Being able to re-order my last meal



Having my delivery information saved



Having my payment information saved



Delivery ordering trends

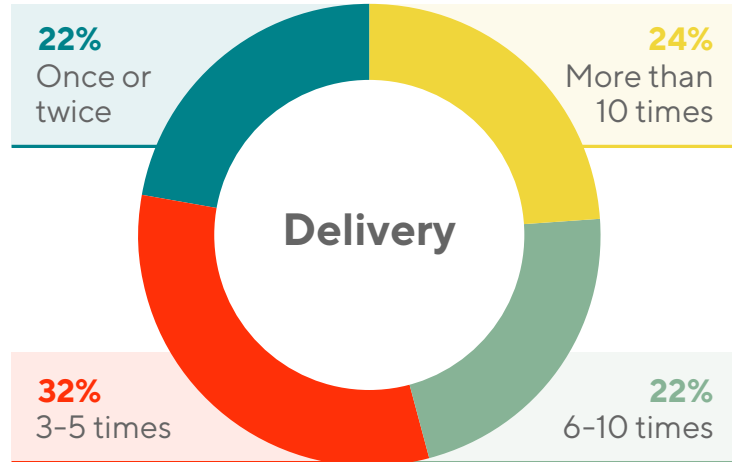
When ordering, customers prefer to use a **restaurant online ordering website/app** or a **third-party delivery platform**.

On average, customers ordered delivery from the same restaurant

6 times in 2020.



In the past year, how many times have you ordered delivery from the last restaurant you ordered from?



Why do customers choose delivery?

70%

of customers say it's more convenient

30%

of customers aren't near the restaurant they want to order from

29%

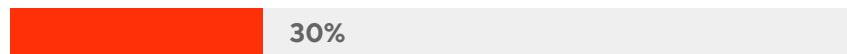
of customers feel delivery gets them their food faster

Why did you have your last delivery order delivered instead of picking it up from the restaurant yourself?

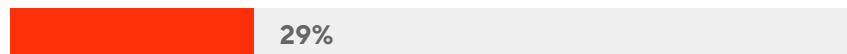
It was more convenient



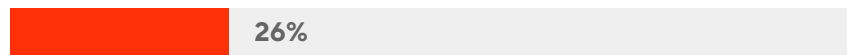
I was not near the restaurant



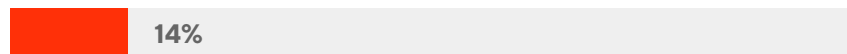
I get the food faster



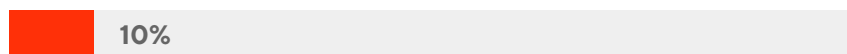
I didn't want to see or talk to anybody



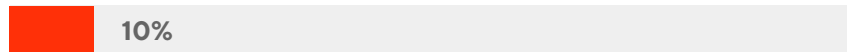
I am less worried about contamination



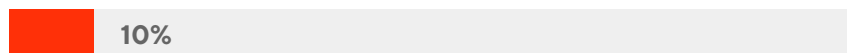
Fees were lower



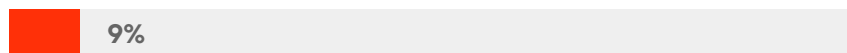
Menu items were cheaper



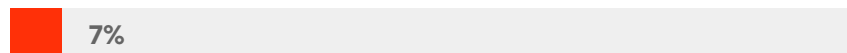
I am able to use a payment method that I cannot use with pickup



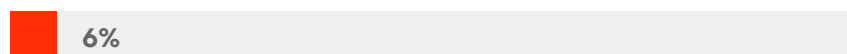
The restaurant is somewhere I do not like to visit



There were menu items that were only available for delivery



Other



The bottom line

Delivery makes it easier for customers to branch out.

66% of consumers used third-party delivery to try a restaurant they would not otherwise have tried, per the 2019 DoorDash Economic Report³.

In recent years, delivery has become a driving force in the restaurant industry. From fine dining to fast food, delivery puts delicious food at customers' fingertips.

Ready to reach more customers than ever? [DashPass](#), DoorDash's membership program, gives you increased visibility with over 5 million loyal, high-value customers who save an average of \$4-5 per order with \$0 delivery fees and reduced service fees on all eligible orders. Because DashPass customers order more often, you'll likely get more orders and repeat customers.



SUCCESS STORY

SMOKEY BONES

30% of Smokey Bones's DoorDash Orders Come from DashPass

[Read the success story](#) →





CHAPTER 4

Picking up goodness

Why takeout prevails

Takeout gives consumers a fresh, restaurant-quality meal — without paying delivery fees. Whether at home, the office, or another location, ordering takeout lets customers build relationships with businesses in their area.

Pickup customers are loyal



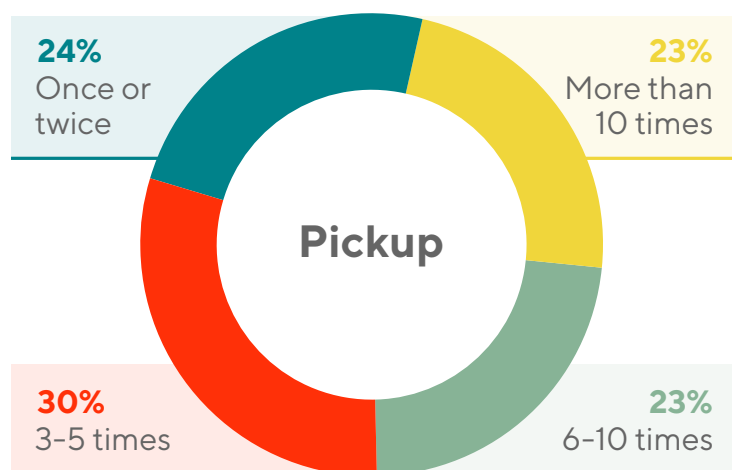
76%

of customers ordered pickup from their favorite restaurant 3+ times in the past year.

23%

of customers picked up meals from their favorite restaurant over 10 times.

In the past year, how many times have you ordered pickup at the last restaurant you visited?



Convenient ordering still matters

38%

of customers prefer to order pickup through a restaurant website/app

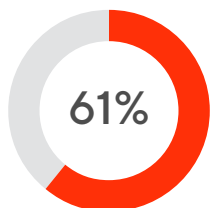
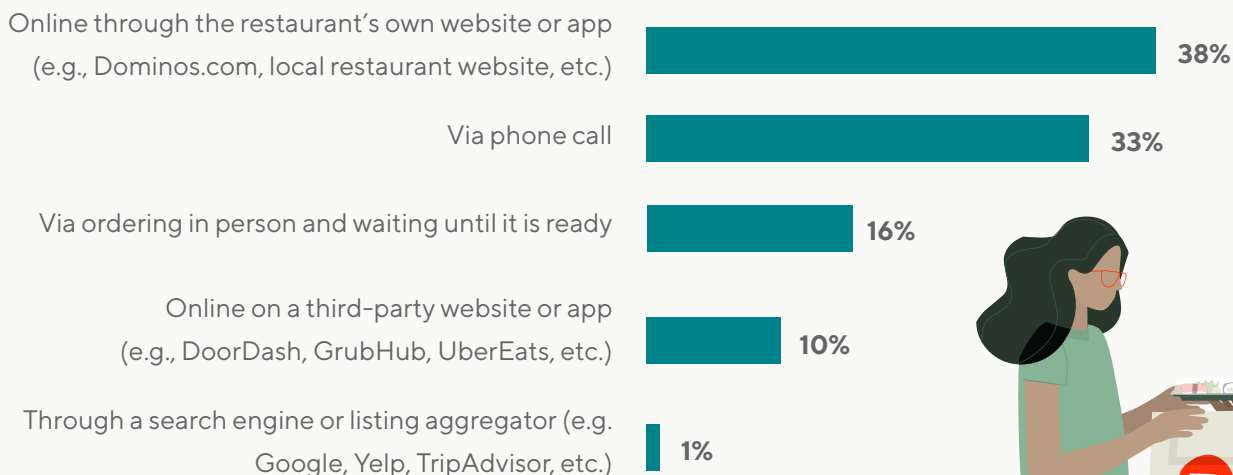
33%

of customers prefer to order pickup by calling the restaurant

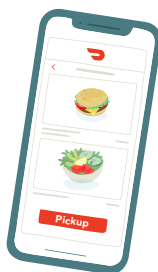
16%

of customers prefer to order pickup at the restaurant and wait until it's ready

What is your preferred method of ordering pickup?



of restaurants on DoorDash in the U.S. offer pickup



Merchants in the U.S. using Pickup see an average of 27% more orders per month.

And Pickup is 80% of restaurants' sales on Storefront as of January 2021.

Why pickup?

Most customers choose pickup when they're closer to the restaurant, or when they feel it will be faster than delivery.

Why did you choose to pick up your last order, rather than having it delivered?

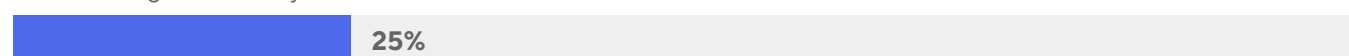
I happened to be nearby



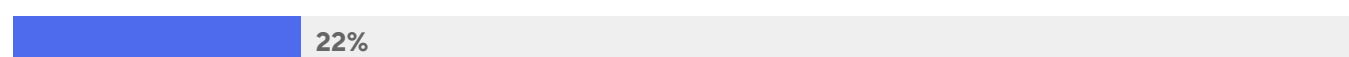
I can get the food faster



I wanted to get out of my house for a bit



Fees were lower



SUCCESS STORY

Ohio-based Scaffidi Restaurant Group grew sales during COVID-19 using Pickup, Storefront, Marketplace, Drive, and Caviar. With DoorDash, their orders have grown by 1,850% – and thanks to this success, Scaffidi Restaurant Group was able to open a brand-new takeout only restaurant, Scaffidi Gnocchi Nook, and hire someone specifically to expo Pickup orders.



“The amount of DoorDash orders is truly remarkable, especially for this area. DoorDash has allowed our business to see increases even over previous years in the midst of a pandemic.”

— Frankie DiCarlantonio, Director at Scaffidi Restaurant Group

[Read the success story](#) →

The bottom line

Pickup is a useful way to complement dine-in and delivery sales. Through DoorDash's new Partnership Plans, Pickup commissions are now only 6%, helping put more hard-earned profits back in the pockets of local businesses.



CHAPTER 5

Digital dining

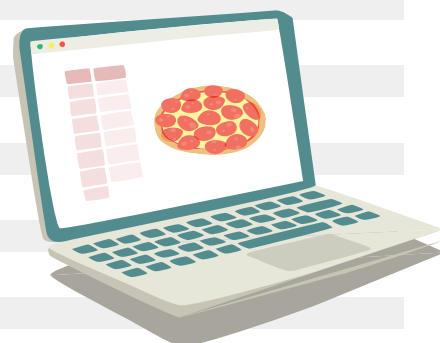
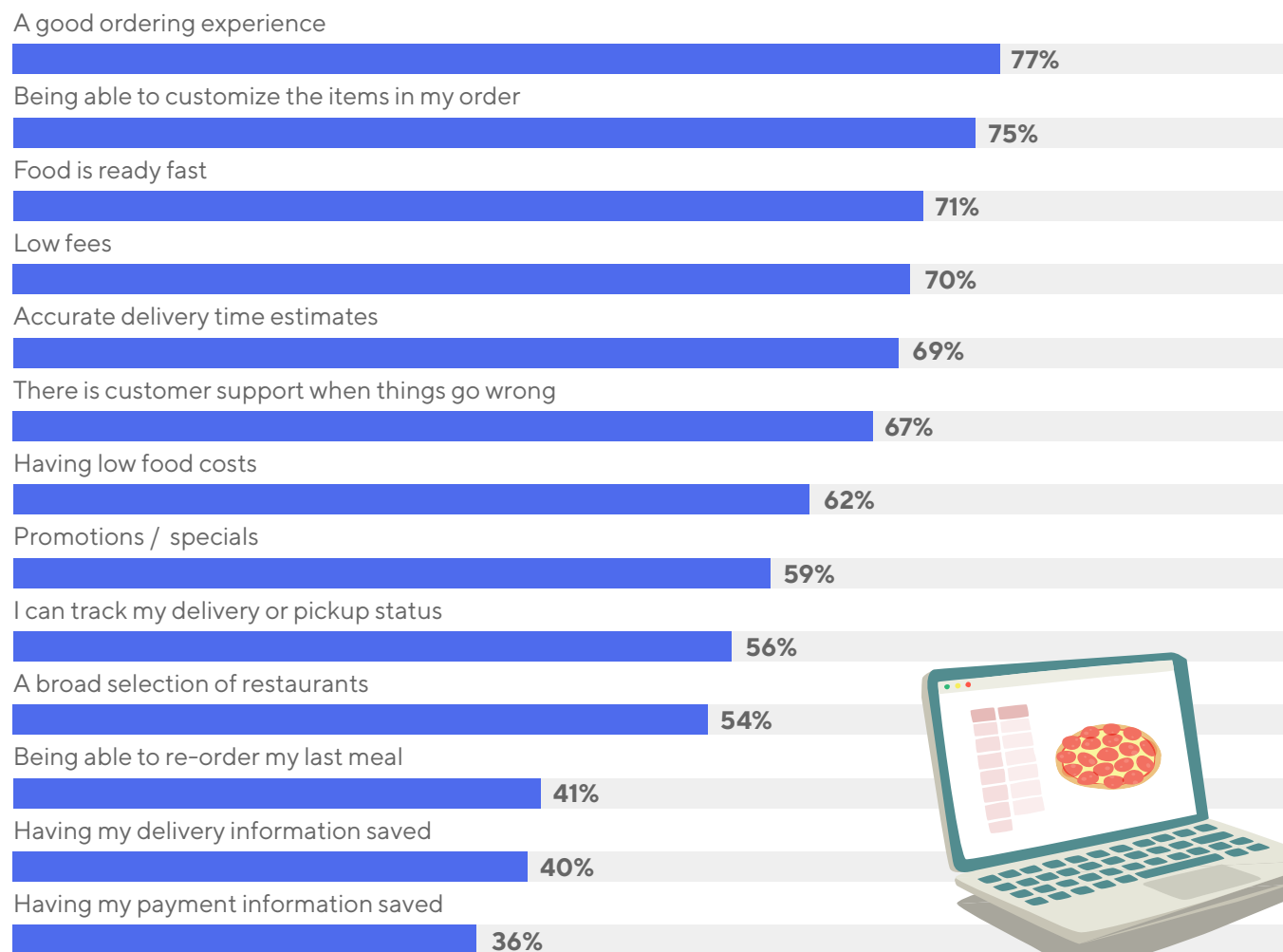
Why customers are ordering direct
or via third-party apps

The research shows that online ordering through a restaurant's own website or app is the #1 way for customers to order for delivery or pickup. Although COVID-19 accelerated this shift, it only exemplified customer preferences for convenient, quick, and accessible ordering.

Restaurant online ordering websites and apps

Customers have high expectations for their ordering experience. With restaurant online websites topping the most popular ways to place delivery or pickup orders, here's what customers value (from highest to least ranked):

For those who prefer ordering via a restaurant app or website, how would you rank the top online ordering features?



Here’s why customers choose to order from a restaurant’s own website vs. other methods.

50%

of customers choose a restaurant’s online ordering site over phone for its **ease of use**

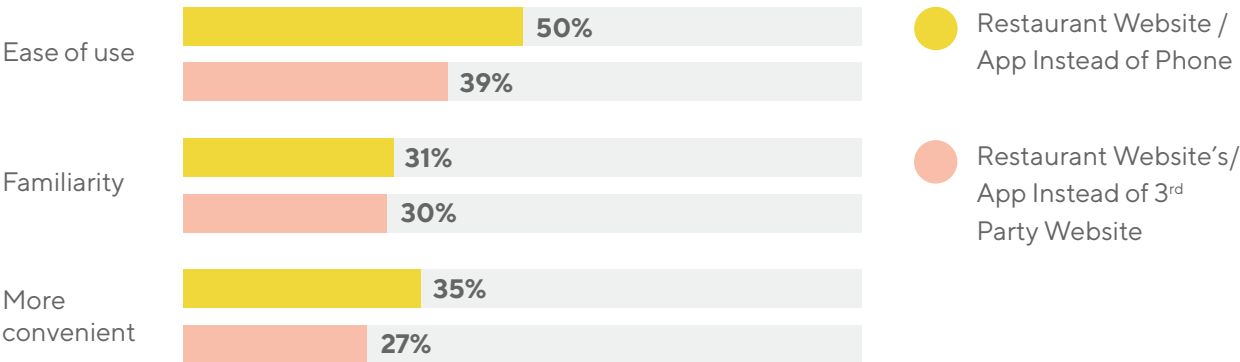
30%

of customers choose a restaurant’s online ordering site over third-party delivery for **familiarity**

27%

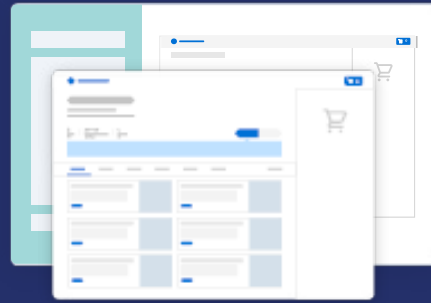
of customers thought ordering from a restaurant app or website was more **convenient** than third-party delivery

Why did you choose to order food delivery through the restaurant’s own website, instead of phoning in or ordering through a third-party app?



The bottom line

A strong [online presence and great website](#) can help increase customer awareness and capture orders — especially for customers who are already familiar with your business and live in your area. [DoorDash Storefront](#) helps restaurants enhance their online experience and generate additional sales they wouldn't otherwise be getting.



Businesses in the U.S. using Storefront see an average of

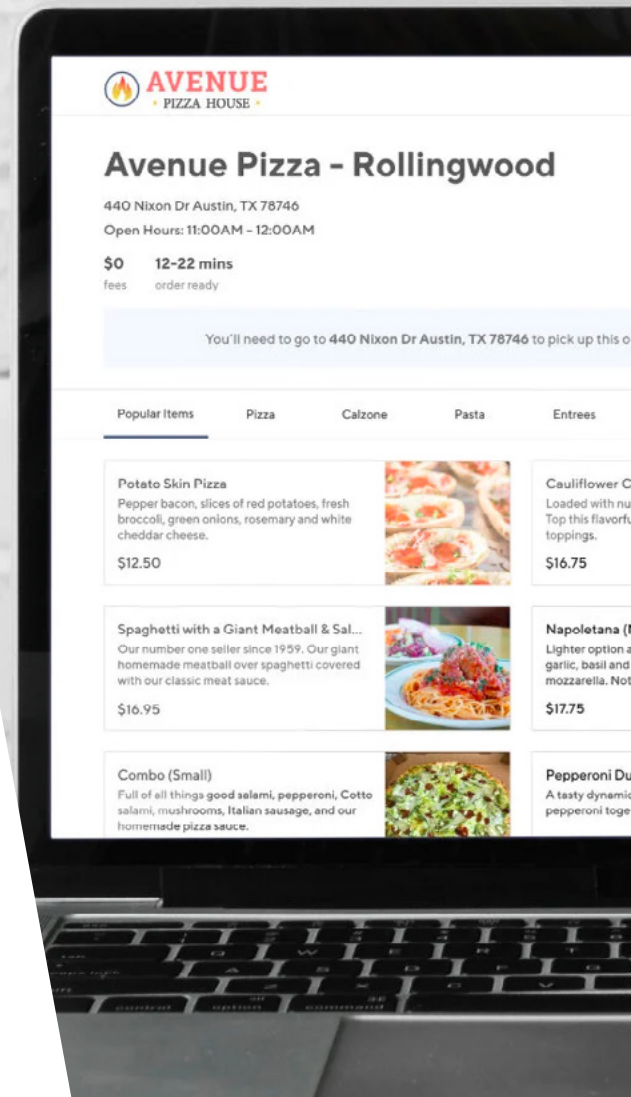
37% more orders per month.

We currently use Storefront across 8 of our locations. Over the past year, when every order and dollar has counted extra, Storefront has saved some of our businesses: enabling us to convert website traffic to sales without any commission fees. This is a game changer for us and so many other independent restaurants who are looking to build their own online ordering platform.



Tyler Kaune
Director of Strategic Technologies,
LM Restaurants

[Learn more about Storefront](#) →

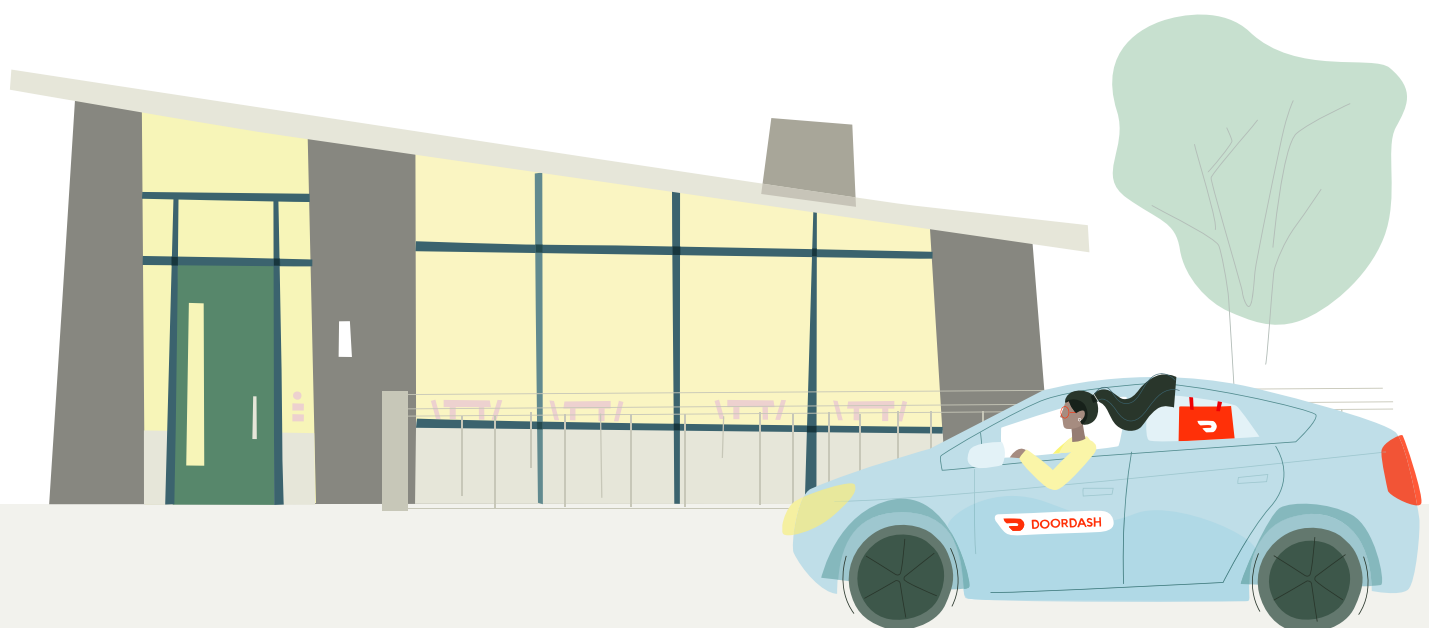
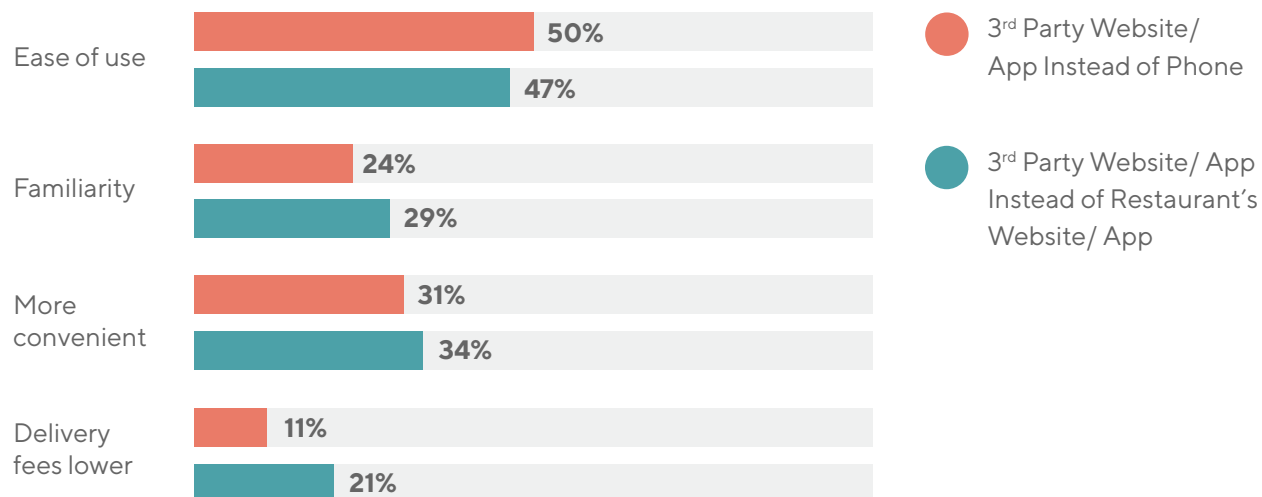


Third-party delivery platforms

Customers value a high-quality experience, customization options, promotions, and the ability to track orders so they receive food fresh and on time.

Here's why customers continue turning to third-party delivery over other methods:

Why did you choose to order food delivery through a third-party website or app instead of phoning in or ordering directly from the restaurant?



DoorDash puts hundreds of restaurants at customers' fingertips, empowering them with options.

Here's why it works:

- 1** A third-party technology platform eliminates the need to invest in cost-intensive delivery infrastructure (website, app, and staffing)
- 2** Third-party delivery gets you recognition: DoorDash reaches 85% of the U.S. population across metropolitan and non-metropolitan areas
- 3** Third-party delivery helps you reach and acquire brand-new customers that you wouldn't get from traditional marketing or foot traffic alone
- 4** Third-party platforms let you offer unique discounts and marketing programs that appeal to new and repeat diners

The bottom line

Delivery platforms are meant for the long haul. Over time, [delivery platforms help drive growth](#) — increasing sales month over month, year over year.

75%

of restaurants on DoorDash agree that the platform has helped them reach new customers⁴.

As dine-in operations resume, offering delivery and pickup is a key way to continue to grow your sales and meet — or exceed — your goals.

69%

of restaurants say they have acquired new dine-in customers through DoorDash⁵.





CHAPTER 6

Conclusion

Delivering Good Food and Great Results

As the dining landscape continues to evolve, it's clear that customers aren't slowing down on placing delivery and pickup orders. Off-premises dining gives consumers more control and enables them to enjoy good food whether they're in the middle of a workday, feeding their family, entertaining guests, or simply chowing down on their favorite cuisine.

DoorDash offers solutions for every business need. We're invested in helping your restaurant grow — and our variety of products and solutions help you [turn pickup and delivery orders into a significant source of revenue](#).

Explore our offerings



Grow your sales with the [DoorDash App](#).

With three [Partnership Plans](#) to choose from, it's never been easier to choose a plan that matches your needs and drive incremental revenue through pickup and delivery. Restaurants have access to marketing promotions to reach new customers, and Plus and Premier partnerships include **DashPass**, DoorDash's membership program that lets you offer free delivery and reduced fees to the loyal customers on DoorDash.

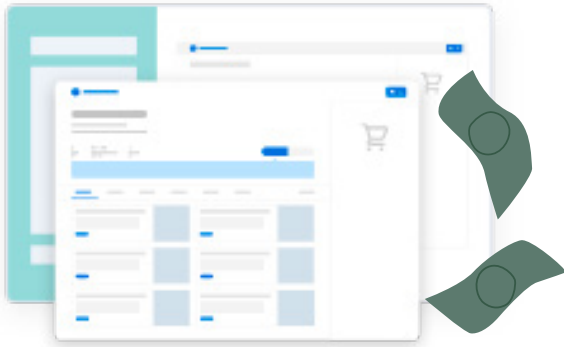


SUCCESS STORY

Breakfast eatery Yolk increased DoorDash sales by 20% after joining DashPass

[Read the story](#) →





Turn website visitors into paying customers with [Storefront](#) powered by DoorDash.

This platform integrates with your website, helping convert visitors into customers and letting you capture their information for further promotions. Orders are fulfilled by Dashers and arrive incredibly fresh. You pay zero commission fees, monthly fees, or activation fees — just credit card processing.



Customize your customer experience with [Drive](#) or [Self-Delivery](#).

DoorDash has several options that put you in control. [Drive](#) enables you to tap into the Dasher network to fulfill orders placed from your own online ordering channels. [Self-Delivery](#) lets you fulfill DoorDash orders with your own delivery team, so you can reach new customers and save on fees.



SUCCESS STORY

Steakhouse Texas de Brazil saw a 127% increase in DoorDash orders after adding Storefront

[Read the story](#) →



SUCCESS STORY

Australian QSR Roll'd increased white-label delivery sales by 177% with DoorDash Drive

[Read the story](#) →

DoorDash enables restaurant growth

Explore our product guide



CHAPTER 6

Methodology

Details about the survey

This survey was conducted by Dynata on behalf of DoorDash. Our respondents spanned a variety of ages, careers, and income levels. Participants were not compensated or incentivized by DoorDash.

Key stats

1,525 Respondents	50% Male	49% Female	1% Non-binary	40 Average age	\$82,710 Average household income
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Sources

¹ Second Measure, Which company is winning the restaurant food delivery war?. May 14, 2021. <https://secondmeasure.com/datapoints/food-delivery-services-grubhub-uber-eats-doordash-postmates>

² Morgan Stanley, Euromonitor Research. July 2020. <https://www.morganstanley.com/ideas/coronavirus-restaurant-trends>

³ 2019 DoorDash Impact Report. November 2020. <https://doordashimpact.com/restaurants>

⁴ 2019 DoorDash Impact Report. November 2020. <https://doordashimpact.com/restaurants>

⁵ 2019 DoorDash Impact Report. November 2020. <https://doordashimpact.com/restaurants>



About DoorDash

DoorDash is a technology company that connects consumers with their favorite local and national businesses in more than 4,000 cities and all 50 states across the United States, Canada, Australia and Japan. Founded in 2013, DoorDash enables local businesses to address consumers' expectations of ease and immediacy and thrive in today's convenience economy. By building the last-mile logistics infrastructure for local commerce, DoorDash is bringing communities closer, one doorstep at a time. Get started at get.doordash.com.

