

## The Online Foodservice Consumer - US - August 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Delivery is an exciting new opportunity within foodservice as the rise of third-party restaurant delivery companies makes it possible for nearly every restaurant to deliver directly to consumers, an occasion long dominated almost exclusively by pizza restaurants."  
- Caleb Bryant, Foodservice Analyst

### This report looks at the following areas:

- Third-party restaurant delivery usage is not common
- Doubt over third-party restaurant delivery exists
- Half of consumers 55 and over simply aren't interested in restaurant delivery
- Consumers enjoy the entire restaurant experience

While the restaurant delivery market is growing, the future of restaurant delivery is unclear as many of these third-party restaurant delivery companies are operating in a crowded market. Consumers do enjoy the convenience of ordering in, but the added costs of delivery prevent it from becoming a more frequent occasion.

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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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- Winners and losers will soon emerge
- Delivery companies are carving out their niche
- Delivery companies are active on social media and utilizing email marketing

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