

Restaurant Takeout and Delivery - US - May 2021

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This report looks at the following areas:

- The impact of COVID-19 on restaurant ordering, takeout and delivery
- The successes and challenges of third-party delivery services and apps
- Ordering and delivery behavior and expectations in 2021
- Consumer interest in delivery and takeout service innovation

Restaurant takeout and delivery took on renewed and further elevated importance for operators **and** consumers in 2020, as both tried to navigate restaurant closures, capacity limitations and safety precautions. Some were better positioned, particularly QSRs, to pivot operations, innovate and invest in services and partnerships to keep driving traffic. Going forward, the battle for share of occasion has and will continue to be not only competitive but also complicated with operators diversifying paths to service consumers by enhancing programs while third-party service providers do the same. While innovations will undoubtedly continue to change the landscape, brands will need to balance what's optimal vs what's overwhelming. More than four in 10 consumers over the age of 45 are not interested in "upgrades" to delivery or takeout services.



"Brands with established delivery/takeout programs and third-party partnerships benefited from more adept recoveries following the worst of the impact, reinforcing that expanding ways of meeting consumer needs on-premise or otherwise will continue to be a bigger part of the equation, even as more normalized circumstances unfold."

- Mimi Bonnett, Director – US Food and Drink

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