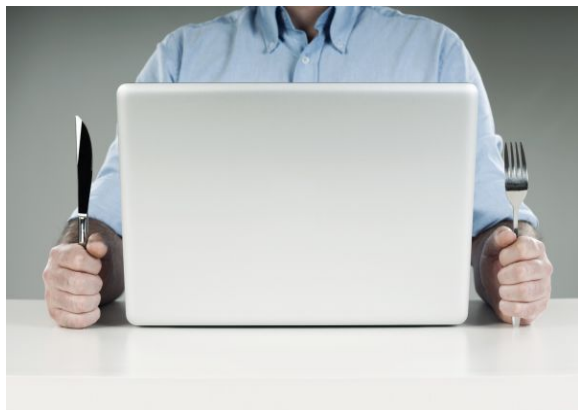


# The Online Foodservice Consumer - US - August 2015

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

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"One way to enjoy the restaurant experience without leaving home is to order foodservice foods online. Even restaurants not equipped for delivery now have the ability to employ the services of a third-party delivery service in order to be in the game. This has heated up competition in terms of speed of delivery and quality."

- Julia Gallo-Torres, Senior Analyst, Food, Drink and Foodservice

## This report looks at the following areas:

- Consumers are reluctant to use online restaurant delivery services outside of dinner
- Men have more disposable income to spend on online restaurant delivery than women
- Online restaurant ordering websites do not offer users enough information

This is a new Mintel foodservice report in 2015.

Mintel asked consumers about their attitudes and behaviors related to ordering online restaurant meals for delivery for the following types of restaurants. Respondents were asked about their attitudes, behavior, and usage of online restaurant delivery services, including the time they are willing to wait for deliveries and how much of a fee they are willing to pay, based on the price of their order. They were also asked to describe their usage by the type of restaurant and the daypart they would use the service. This report contains advanced analytics that showcase what types of consumer groups are willing to pay for online foodservice (restaurant) delivery service.

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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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