

Restaurant Takeout and Delivery - US - 2022

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This report looks at the following areas:

- Changes in consumer behavior toward restaurant ordering, takeout and delivery
- Consumer interest in existing and upcoming off-premise offerings
- Opportunities and challenges specific to foodservice operators and third-party aggregators

On-premise dining is making a comeback, as a growing number of consumers feel more at ease with dining out. Still, their interest in off-premise offerings remains virtually unchanged from last year. Consumers have come to rely on takeout and delivery services for the convenience they provide, and they are now used to accessing these services online through proprietary or third-party apps and websites.

Foodservice operators are focusing heavily on improving their off-premise options, investing in websites and apps, small-footprint restaurant designs and delivery innovations such as driverless and drone delivery. These investments also help operators combat some formidable challenges currently plaguing the industry, allowing them to operate stores with fewer resources, thus increasing their profit margins.

However, the industry's increased focus on off-premise offerings also means that restaurants need to compete more directly with third-party delivery companies and encourage consumers to order directly. Successfully fulfilling direct orders requires robust POS systems and operational efficiencies.

Still, investing in off-premise enables operators to deliver an improved and highly personalized at-home experience to consumers, who remain enthusiastic about engaging with restaurants online, particularly through loyalty and subscription programs that meet their expanded needs for value and convenience.



“Consumers are facing pandemic fatigue and are enthusiastically returning to dining out. Their interest in and usage of takeout/delivery offerings remains virtually unchanged but is set to grow even further.”

– Varchasvi, Analyst, US Foodservice and Mintel Menu Insights

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