

Restaurant Takeout and Delivery - US - 2023

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This report looks at the following areas:

- Changes in consumer behavior toward restaurant ordering, takeout and delivery
- Consumer ordering methods and preferences associated to dining occasions
- Consumer motivations relating to takeout/delivery and direct ordering
- Attitudes towards takeout/delivery

The convenience of takeout and delivery, especially when ordered through third-party apps, is being challenged by consumers with a heightened price-awareness as a result of inflation and increasing food costs. Over half of US consumers would be encouraged to order more restaurant takeout or delivery if special deals were offered, seeking out ways to stretch their budgets further. As consumers look to cut down on discretionary spending due to inflationary pressures, operators can promote restaurant ordering by incentivizing customers to dine with them through special deals and carry-out offers. Direct ordering will allow patrons to be more mindful of their budgets and help build loyalty for future occasions.

Sustained consumer interest in off-premise dining will mean that operators will need to be well-equipped to interact with patrons through ordering platforms. Investments in technology in the front and back of house, along with websites and apps, will allow operators to fulfil carryout orders without impacting the in-person dining experience for patrons. Features like AI technology, live order tracking, and vast methods to order will enable customers to interact with brands in ways that complement their lifestyles.

Third-party delivery platforms will be challenged to compete with direct ordering from restaurants. With only 11% of consumers agreeing they would prefer to use a third-party delivery app for ordering/paying rather than a restaurant's mobile app, delivery aggregators must strategize how they can remain relevant and lucrative in the eyes of consumers.



“Consumers are opting to explore restaurant takeout and delivery methods that limit the added fees and higher prices associated with third-party delivery. Interest in direct ordering for takeout and delivery is quickly growing as consumers seek special offers and discounts through loyalty programs.”
– Pooja Lal, US Foodservice and Mintel Menu Insights

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