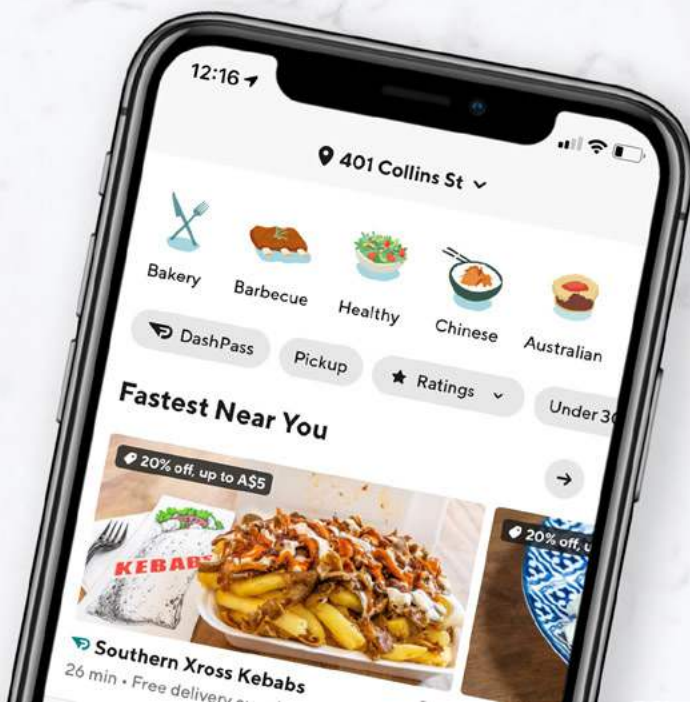





AUSTRALIA EDITION

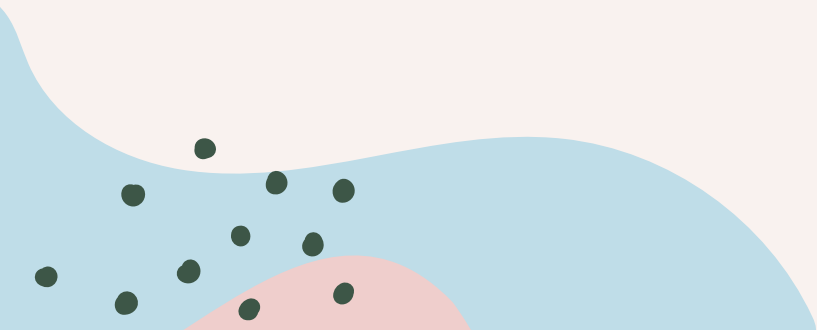
# 2021 Restaurant Online Ordering Trends

Consumer Preferences on Delivery and Pickup Ordering



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## CHAPTER 1

# Introduction

## Why we made this report

The restaurant industry has dramatically changed since the onset of the COVID-19 pandemic and takeaway became more important than ever for both restaurants and customers. But how will online ordering and third-party delivery evolve with the return to normalcy?

At DoorDash, we want to help you make the right decisions for your business. This report brings you in-depth, current information on consumer online ordering preferences and emerging dining trends. DoorDash surveyed 1,015 customers across Australia in March 2021 to learn how they're eating now.

Food delivery continues to experience massive growth worldwide, but especially in Australia. **In 2018, 9.8% of individuals aged 14 and up used food delivery services – and by 2020, that figure rose to 19.1%<sup>1</sup>.**



**On the DoorDash App, pickup has seen 296% growth year over year while delivery has seen 145% growth year over year (Q1 2021 vs. Q1 2020).**

Consumers want options – and off-premises dining provides flexibility and accessibility to great food when and where they want it. This report explores what consumers are looking for when ordering online, along with how restaurants can meet these needs and deliver unparalleled digital dining experiences.



## CHAPTER 2

# Dining behaviours

How habits changed during the pandemic

The COVID-19 pandemic necessitated consumers staying at home and forgoing in-person dining. The way they adapted reflects trends that were already taking shape: dining behaviours are increasingly shifting toward online ordering, pickup, and delivery.

When they're not cooking, Australians are most likely to grab pickup or order delivery. They're even less likely to eat on-premises at a restaurant than they are to participate in these other forms of dining.

**93%**  
of people report ordering for pickup at least once in the past month

**An average of 3.2 times per month**

**71%**  
of people have ordered delivery at least once in the past month

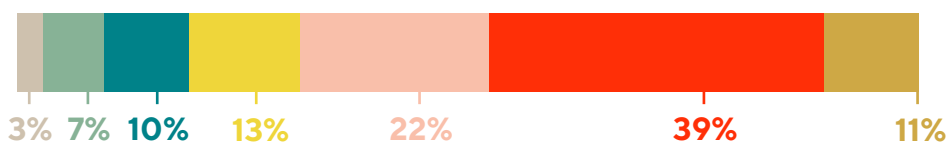
**An average of 2.6 times per month**

In comparison, only **69% of customers** report dining out **1+ times in the month** prior to our survey.

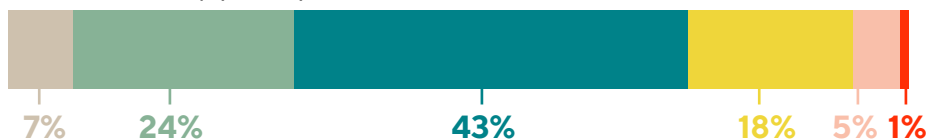


**In the past month, how many times did you do the following?**

Cook a meal



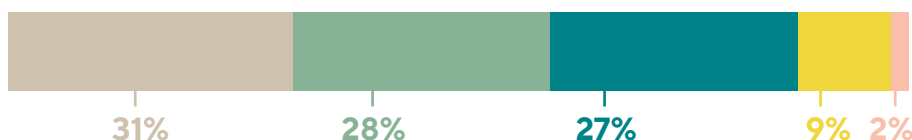
Grab takeout/ pickup



Order food delivery



Dine at a restaurant



- None
- 1 time
- 2-3 times
- 4-5 times
- 6-10 times
- Almost every day
- Everyday or more

# Your online presence matters

When selecting somewhere to order delivery or takeout:

**25%**

of customers look to a food delivery or take-out platform like DoorDash

**21%**

of customers think about what restaurants are nearby

**19%**

of customers go to a preferred restaurant directly

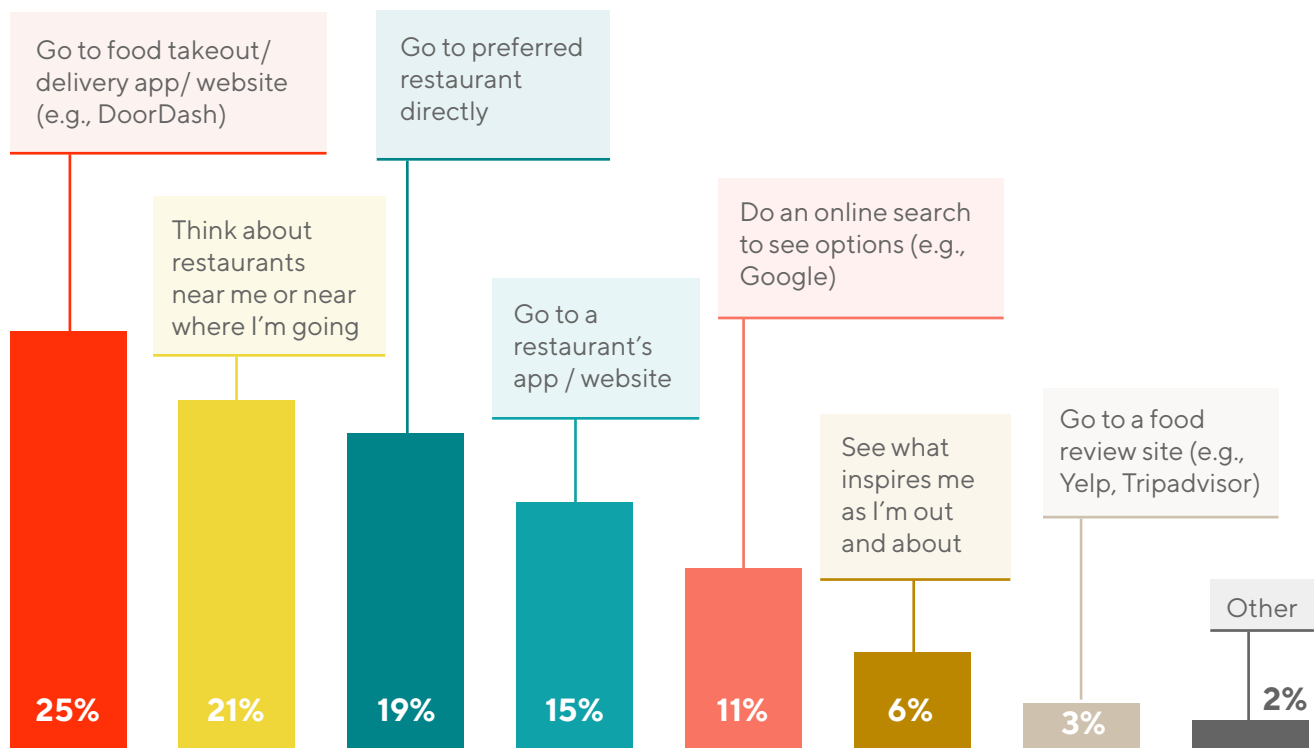
**15%**

of customers go to a restaurant's app/website

**11%**

of customers use an online search engine like Google

## When you were making the decision about where and how to get food delivery or takeout, where did you typically start that process?



The research shows just how important it is for your business to build its online presence – especially when it comes to acquiring new customers. Unlike a restaurant site or search engine, a third-party logistics platform puts hundreds of thousands of restaurants at customers' fingertips and gives businesses exposure to new customers in their area.

# The quality of an ordering experience matters

When deciding whether to order pickup, delivery, or dine at a restaurant, customers' top priorities are:

**75%**

The speed at which they receive their food

**74%**

A good ordering experience

**72%**

Low fees

**On a scale of 1-5, how important is each factor when deciding what method to use to order from a restaurant?**

Food is ready fast



A good ordering experience



Low fees



There is customer support when things go wrong



Accurate delivery time estimates



Being able to customize the items in my order



Having low food costs



A broad selection of restaurants



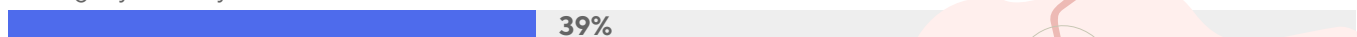
Promotions / specials



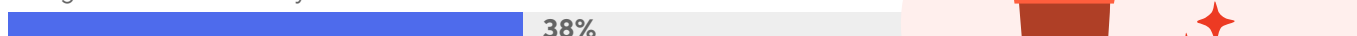
I can track my delivery or pickup status



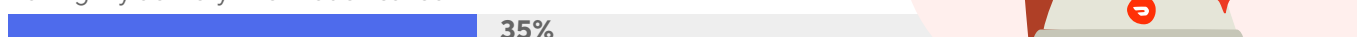
Having my delivery information saved



Being able to re-order my last meal



Having my delivery information saved



All of these desires point to one key trend: diners want a seamless experience that makes online ordering simple.

# Online ordering is the most popular method

Customers indicated a strong preference to order takeaway online over other methods. When asked what method they last ordered with,



**47%** of customers reported ordering for takeaway through a third-party logistics platform



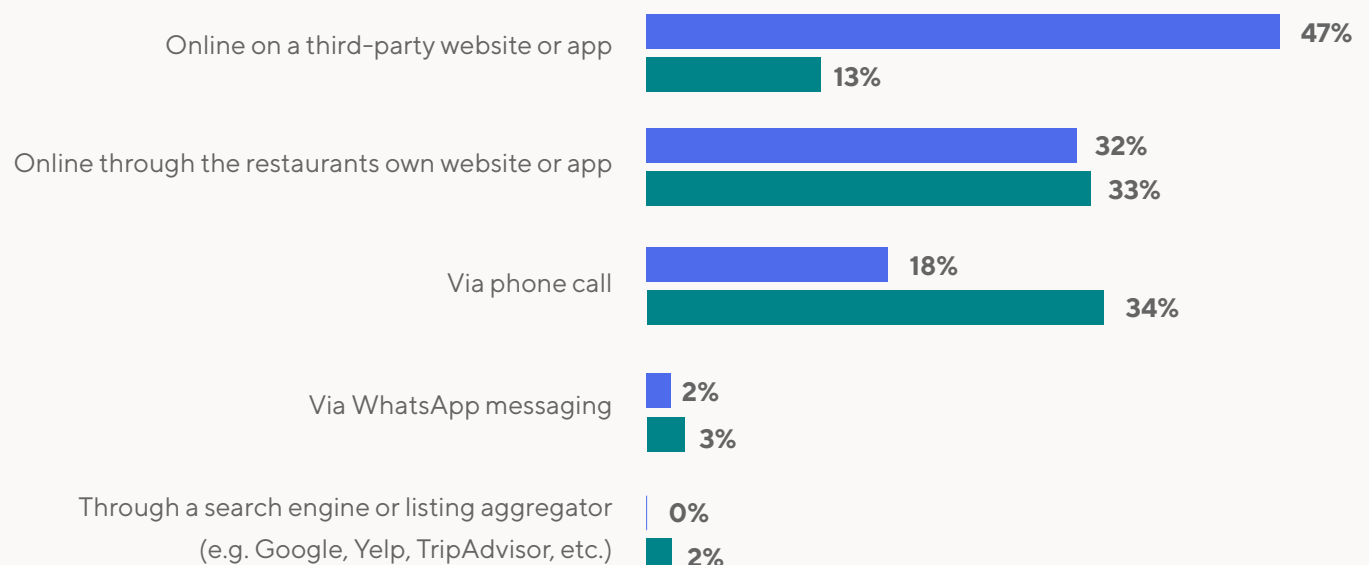
**32%** of customers reported using a restaurant's online website or app



**18%** of customers called a restaurant and waited for pickup

## When you last ordered delivery from ... what method did you use?

● Delivery ● Pickup

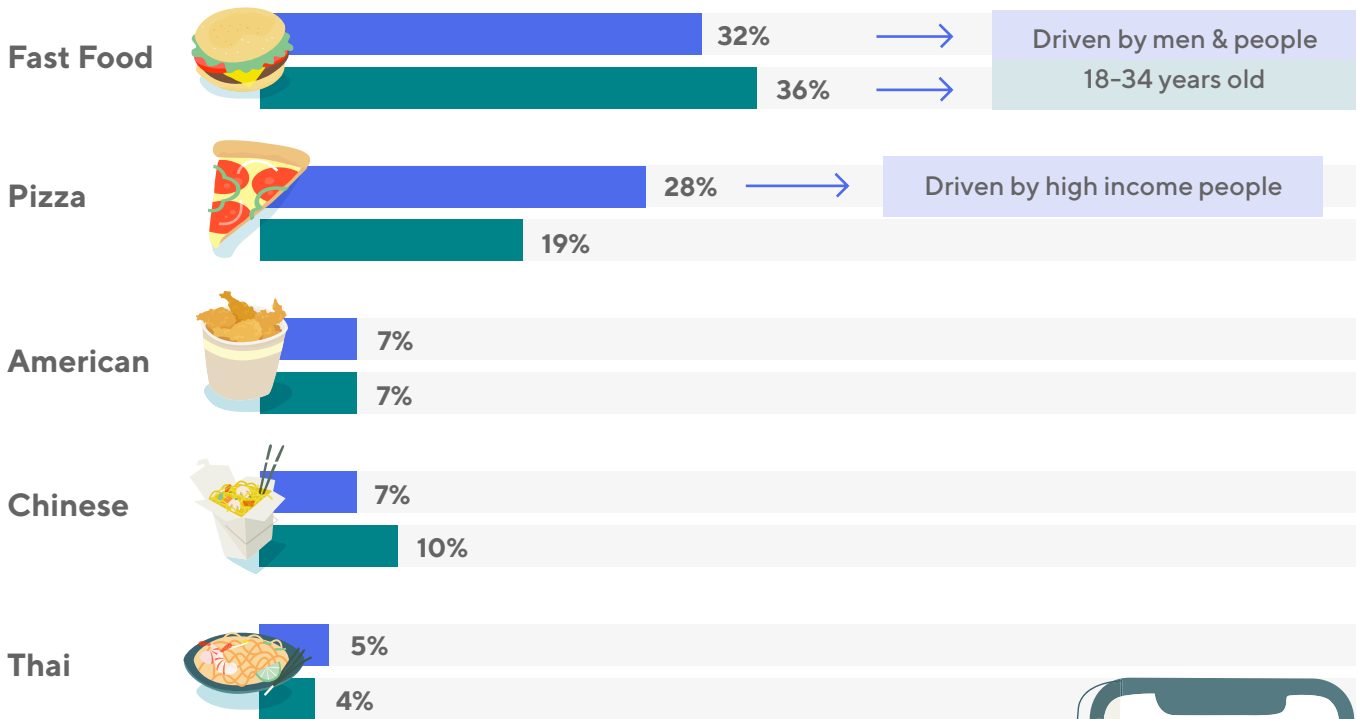


# Comfort foods top the list

What type of food are customers craving most? Fast food and pizza were the most popular options for both pickup and delivery orders.

What cuisine does the last restaurant you ordered for delivery or pickup in the past month primarily serve?

● Delivery ● Pickup



## The bottom line

For restaurants today, building and growing online channels is key. Customers want lightning-fast service, convenient ordering, and food they can rely on. Online ordering gives diners the ability to order food to their preferences and get a meal precisely when and where they want it. With both a branded online ordering system on your website, and a presence on third-party delivery apps, your restaurant can reach more customers looking for delivery and pickup options.





CHAPTER 3

# Food on-demand

Inside delivery preferences

The growth of the food delivery industry has been trending upwards for years — and accelerated even further during the COVID-19 pandemic. The global food delivery industry is expected to reach AU\$2,663m by the end of 2021, and AU\$4,195m market volume by 2025<sup>2</sup>. In an ever-evolving, increasingly busy world, delivery provides customers with convenient access to delicious, high-quality food.

## Here's what customers look for in food delivery

**75%**

of customers value their food being ready fast

**74%**

of customers value a good ordering experience

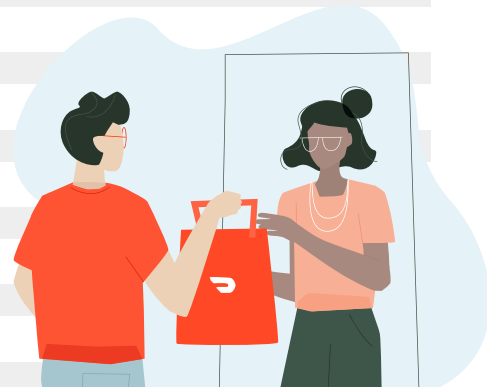
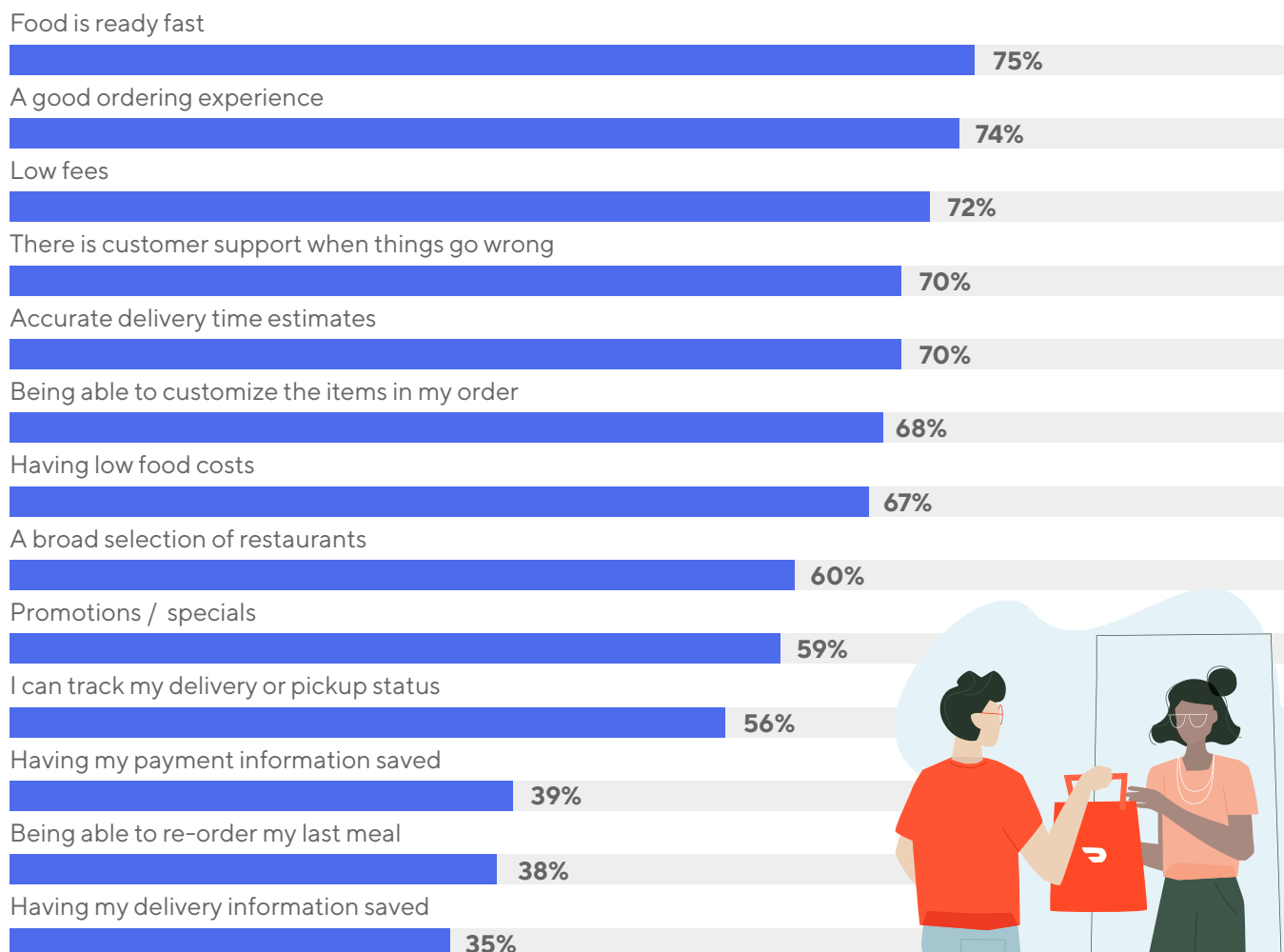
**72%**

of customers prioritise low fee options

**70%**

of customers want customer support when things go awry

**On a scale of 1-5, how important is each factor when deciding what method to use to order food from a restaurant?**



# Delivery ordering trends

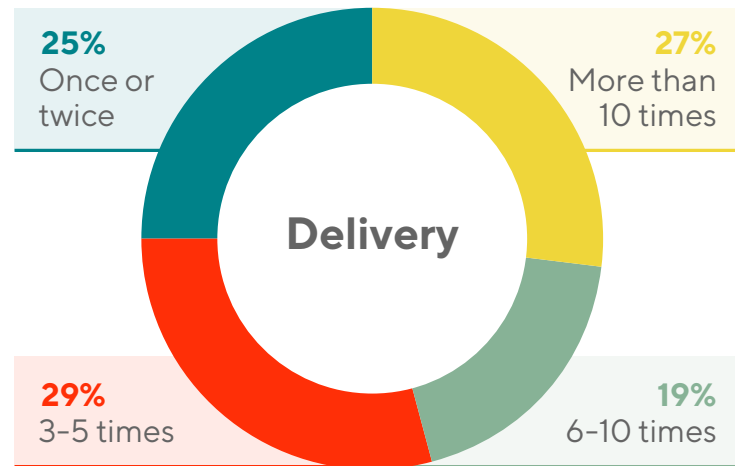
When ordering, customers prefer to use a **third-party delivery platform** or a **restaurant online ordering website/app**.

On average, customers ordered delivery from the same restaurant

**6 times in 2020.**



**In the past year, how many times have you ordered delivery from the last restaurant you ordered from?**



# Why customers choose delivery

**70%**

of customers say it's more convenient

**33%**

of customers feel delivery gets them their food faster

**29%**

of customers weren't near the restaurant when they wanted food

---

Simply put, delivery gives customers access to more restaurant options and lets them get good food.

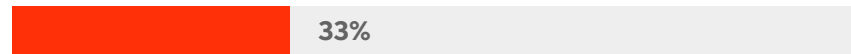


## Why did you have your last delivery order delivered instead of picking it up from the restaurant yourself?

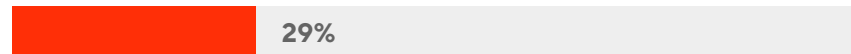
It was more convenient



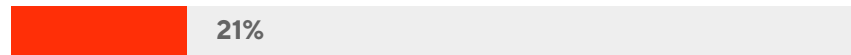
I get the food faster



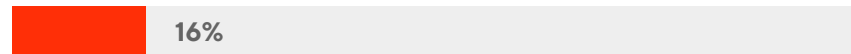
I was not near the restaurant



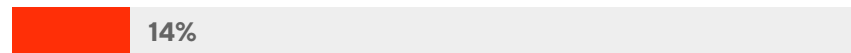
I didn't want to see or talk to anybody



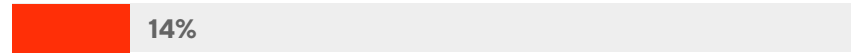
Fees were lower



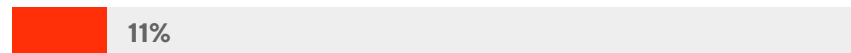
Menu items were cheaper



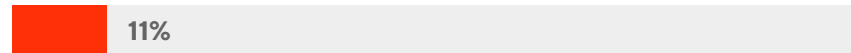
I am able to use a payment method that I cannot use with pickup



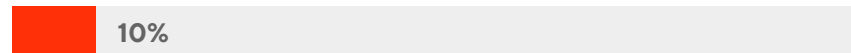
I am less worried about contamination



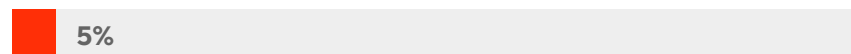
There were menu items that were only available for delivery



The restaurant is somewhere I do not like to visit



Other



# The bottom line

Delivery makes it easier for customers to branch out.

**66%** of consumers used third-party delivery to try a restaurant they would not otherwise have tried, per the 2019 DoorDash Economic Report<sup>3</sup>.

In recent years, delivery has become a driving force in the restaurant industry. From fine dining to fast food, delivery puts delicious food at customers' fingertips.

Ready to reach more customers than ever? [DashPass](#), DoorDash's membership program, gives you increased visibility with over 5 million loyal, high-value customers who save on each order with \$0 delivery fees and reduced service fees on all eligible orders. Because DashPass customers order more often, you'll likely get more orders and repeat customers.



## SUCCESS STORY



"I credit the DoorDash relationship with our success today. We still partner with DoorDash Marketplace, but with DoorDash Drive, we are able to keep our delivery prices the same as in-store and launch promotions on our own website without any lead time – allowing us to pivot quickly during COVID-19".

Kelly Tracey,  
National Operations Manager, Roll'd

[Read the success story](#) →



CHAPTER 4

# Picking up goodness

Why takeout prevails

Takeout gives consumers a fresh, restaurant-quality meal – without paying delivery fees. Whether at home, the office, or another location, ordering takeout lets customers build relationships with businesses in their area.

## Pickup customers are loyal



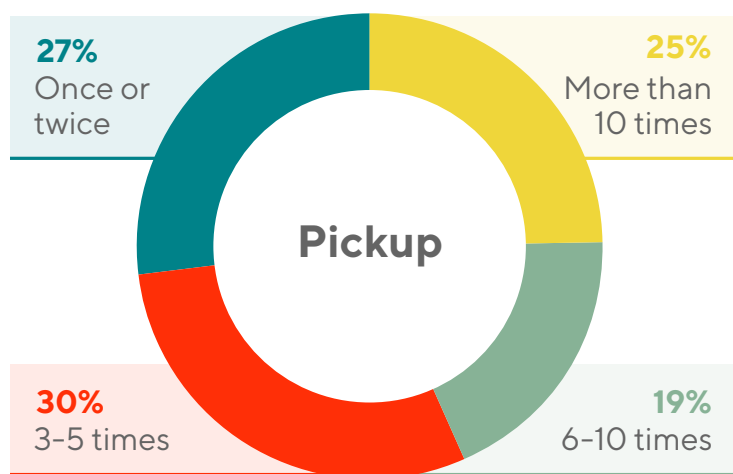
**73%**

of customers ordered pickup from their favourite restaurant 3+ times in the past year.

**25%**

of customers picked up meals from their favourite restaurant over 10 times.

In the past year, how many times have you ordered pickup at the last restaurant you visited?



# How customers last ordered for pickup

13%

of customers ordered via a third-party website or app

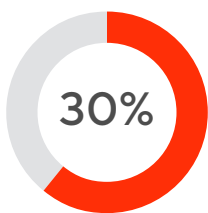
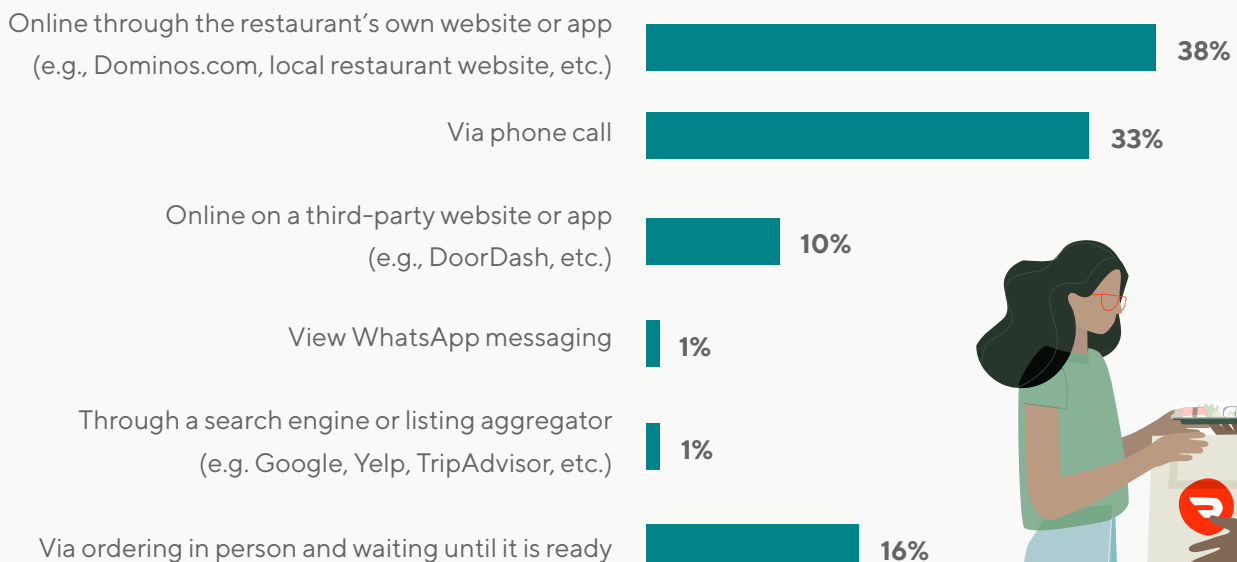
33%

of customers ordered via a restaurant's website or app

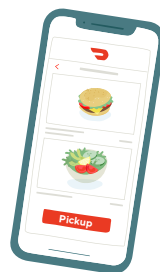
34%

of customers ordered via phone call

## What is your preferred method of ordering pickup?



of restaurants on DoorDash in Australia offer Pickup.



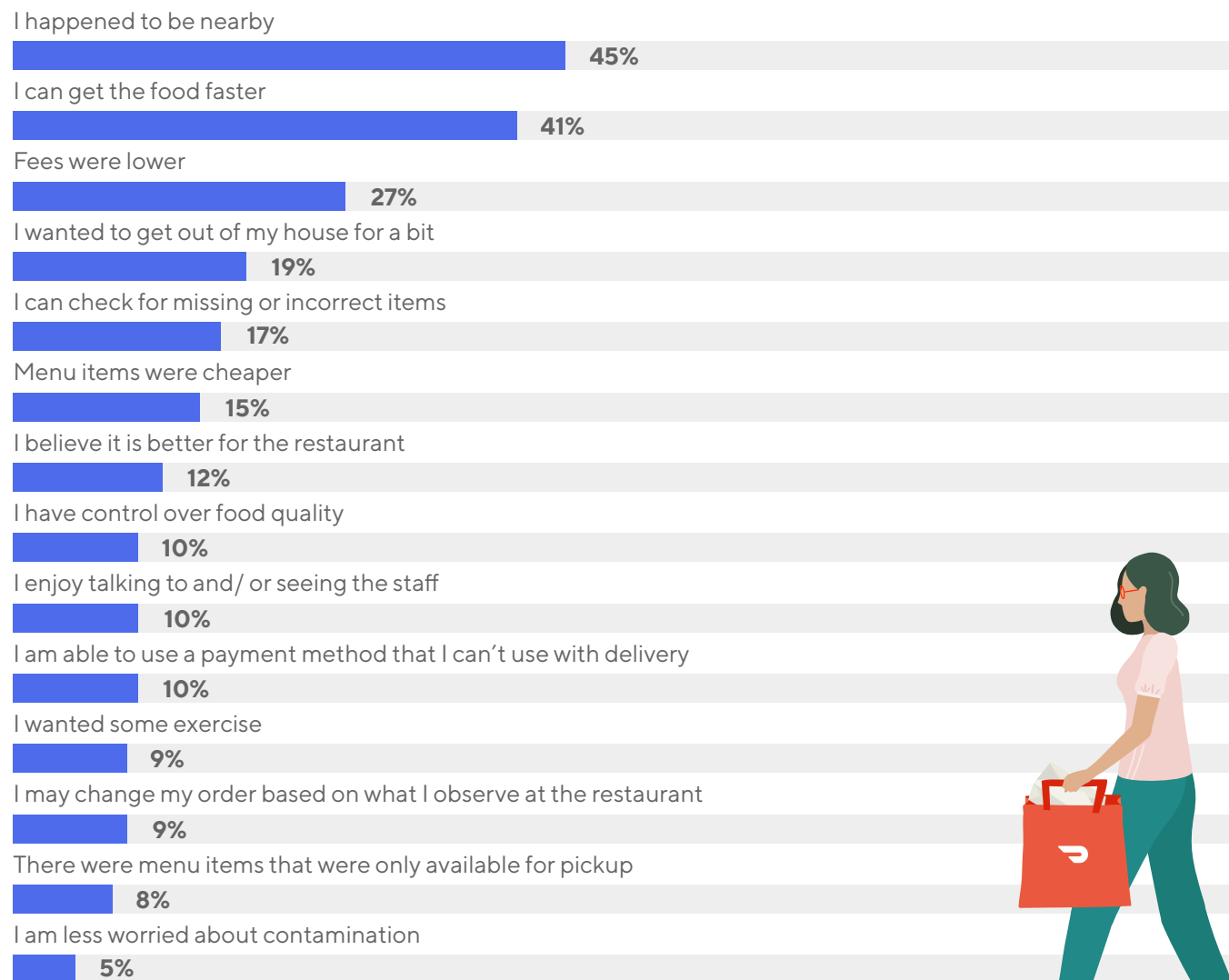
**Merchants in Australia that use Pickup see an average of 89% more orders per month.**

The appetite from customers is there – and DoorDash makes it easy to expand your business with Pickup and reap the rewards.

# Why pickup?

Most customers choose pickup when they're closer to the restaurant, when they feel it will be faster than delivery, or when the fees are lower.

## Why did you choose to pick up your last order, rather than having it delivered?



## The bottom line

Pickup is a useful way to complement dine-in and delivery sales. Customers enjoy being able to pick up food on their own time, get their food when they want it, and save on fees — all while supporting local businesses. Offering Pickup via DoorDash is a simple way to multiply your business (with less effort), reaching hungry customers in your neighbourhood.



## CHAPTER 5

# Digital dining

Why customers are ordering directly or via third-party apps

The research shows that online ordering through a third-party website or app is the #1 way for customers to order for takeaway. Consumers prefer convenient, quick, and accessible ordering.

# Restaurant online ordering websites and apps

Customers have high expectations for their ordering experience. **27% of consumers** prefer ordering for delivery via a restaurant-owned website or app, while **14% of consumers** choose to order pickup using a restaurant website or app.

Here's why customers choose to order from a restaurant's own website vs. other methods.

**53%**

of customers choose a restaurant's online ordering site over phone for its **ease of use**

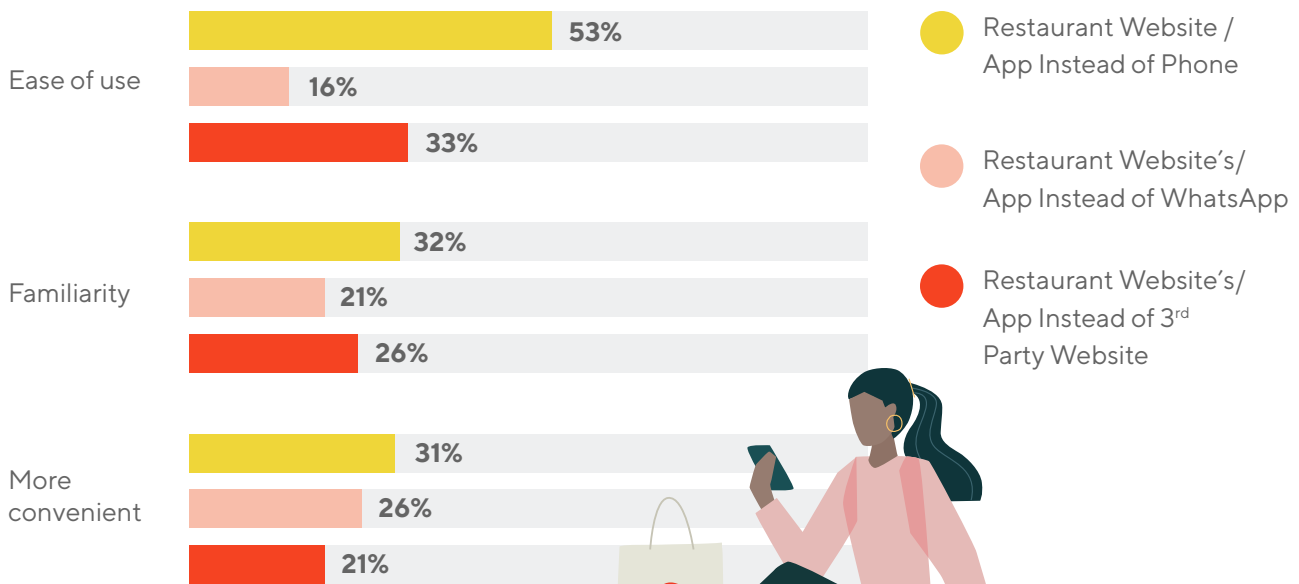
**26%**

of customers choose a restaurant's online ordering site over third-party delivery for **familiarity**

**21%**

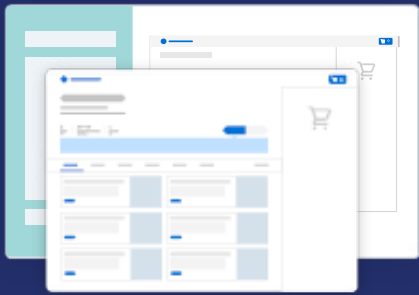
of customers thought ordering from a restaurant app or website was more **convenient** than third-party delivery

Why did you choose to order food delivery through the restaurant's own website, instead of phoning in or ordering through a third-party app?



# The bottom line

A strong online presence and great website can help increase customer awareness and capture orders – especially for customers who are already familiar with your business and live in your area. DoorDash Storefront helps restaurants enhance their online experience and generate additional sales they wouldn't otherwise be getting.



Businesses in Australia using Storefront see an average of

**119% more orders per month,**

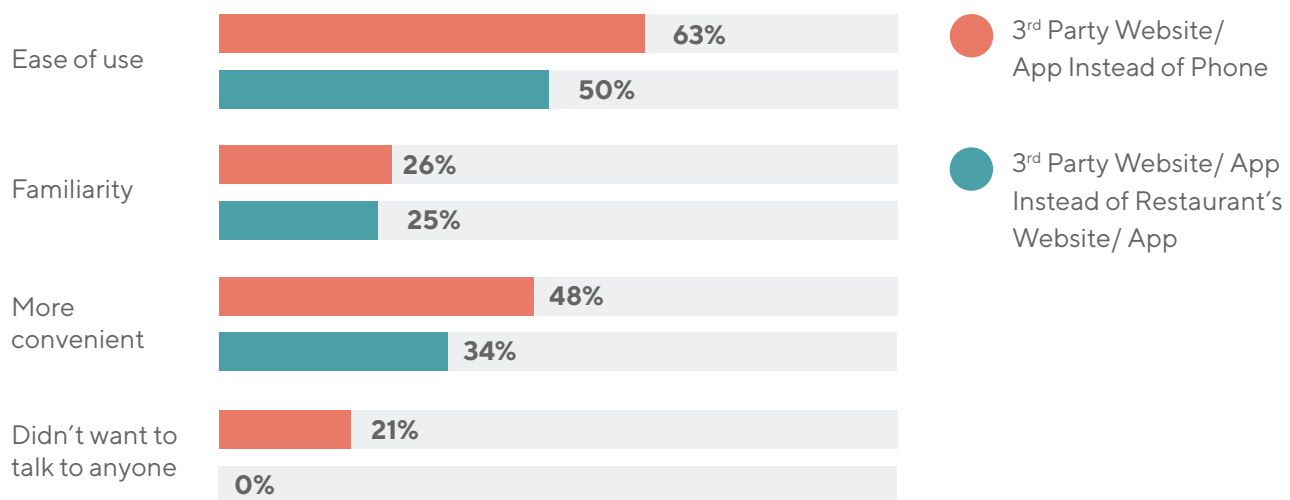
a significant uptick for purveyors that are looking to increase sales.

## Third-party delivery platforms

It's no secret that third-party websites and apps are the most popular way for Australians to order takeaway. Customers value the ease of use, familiarity, and convenience of third-party apps – and they love being able to order food with the touch of a button rather than ringing the local eatery.

Here's why customers continue turning to third-party delivery over other methods:

**Why did you choose to order food delivery through a third-party website or app instead of phoning in or ordering directly from the restaurant?**



# DoorDash puts hundreds of restaurants at customers' fingertips, empowering them with options.

Here's why it works:

**1** A third-party technology platform eliminates the need to invest in cost-intensive delivery infrastructure (website, app, and staffing)

**3** Third-party delivery helps you reach and acquire brand-new customers that you wouldn't get from traditional marketing or foot traffic alone

**2** Third-party delivery gets you recognition: DoorDash reaches 80% of the Australian population

**4** Third-party platforms let you offer unique discounts and marketing programs that appeal to new and repeat diners

The return we're getting with DoorDash is far more than anything we've done with coupons or new product offerings. Grocery delivery is still in the very beginning stages in Australia but it's going to explode, and I think the future looks very bright for us.



Jorge Rocha  
Co-Owner, IGA Nollamara

[Read the success story](#) →

## The bottom line

Delivery platforms are meant for the long haul. Over time, delivery platforms help drive growth – increasing sales month over month, year over year.

**75%**

of restaurants on DoorDash agree that the platform has helped them reach new customers<sup>4</sup>.

**69%**

of restaurants say they have acquired new dine-in customers through DoorDash<sup>5</sup>.

As dine-in and business operations resume, offering delivery and pickup is a key way to continue to grow your sales and meet – or exceed – your goals.





CHAPTER 6

# Conclusion

Delivering Good Food and Great Results

As the dining landscape continues to evolve, it's clear that customers aren't slowing down on placing delivery and pickup orders. Takeaway dining gives consumers more control and enables them to enjoy good food whether they're in the middle of a workday, feeding their family, entertaining friends, or simply chowing down on their favourite cuisine.

DoorDash offers solutions for every business need. We're invested in helping your restaurant grow – and our variety of products and solutions help you [turn pickup and delivery orders into a significant source of revenue](#).

## Explore our offerings



### Grow your sales with the [DoorDash App](#).

Drive incremental revenue through pickup and delivery by listing your business on DoorDash. Restaurants have access to marketing promotions to reach new customers, and can opt in to **DashPass**, DoorDash's membership program that lets you offer free delivery and reduced fees to the most active and loyal customers on DoorDash.



### Turn website visitors into paying customers with [Storefront](#) powered by DoorDash.

This platform integrates with your website, helping convert visitors into customers and letting you capture their information for further promotions. Orders are fulfilled by Dashers and arrive incredibly fresh. You pay zero commission fees, monthly fees, or activation fees – just credit card processing.



### Customise your customer experience with **Drive** or **Self-Delivery**.

DoorDash has several options that put you in control. [Drive](#) enables you to tap into the Dasher network to fulfill orders placed from your own online ordering channels. [Self-Delivery](#) lets you fulfill DoorDash orders with your own delivery team, so you can reach new customers and save on fees.

DoorDash enables restaurant growth

[Explore our product guide](#)



## CHAPTER 6

# Methodology

## Details about the survey

This survey was conducted by Dynata on behalf of DoorDash. Our respondents spanned a variety of ages, careers, and income levels. Participants were not compensated or incentivised by DoorDash.

### Key stats

**1,013**

Respondents

**47%**

Male

**52%**

Female

**<1%**

Non-binary

**40**

Average  
age

**AUD**

**\$112,000**

Average  
household income

## Sources

<sup>1</sup> Roy Morgan, Meal delivery services double usage in only 18 months. 3 February, 2020. <http://www.roymorgan.com/findings/8270-food-delivery-services-september-2019-202002030451>

<sup>2</sup> Statista, ESERVICES REPORT 2020 - ONLINE FOOD DELIVERY. 2020. <https://www.statista.com/outlook/dmo/eservices/online-food-delivery/australia?currency=AUD>

<sup>3</sup> 2019 DoorDash Impact Report. November 2020. <https://doordashimpact.com/restaurants>

<sup>4</sup> 2019 DoorDash Impact Report. November 2020. <https://doordashimpact.com/restaurants>

<sup>5</sup> 2019 DoorDash Impact Report. November 2020. <https://doordashimpact.com/restaurants>



## About DoorDash

DoorDash is a technology company that connects consumers with their favorite local and national businesses in more than 4,000 cities and all 50 states across the United States, Canada, Australia and Japan. Founded in 2013, DoorDash enables local businesses to address consumers' expectations of ease and immediacy and thrive in today's convenience economy. By building the last-mile logistics infrastructure for local commerce, DoorDash is bringing communities closer, one doorstep at a time. Get started at [get.doordash.com](https://get.doordash.com).

