ONLINE ORDERING TAKES OFF

YOUNGER CONSUMERS AND BUSIER LIFESTYLES are driving off-premise trends. Learn who’s ordering food to-go (and how) and why it’s so important to offer delivery and carryout services.

Online and mobile ordering are a big help.

“*If offered, I’d use online ordering via a ______*”

55% computer

39% mobile device

Other mobile and online ordering options can help increase to-go orders.

Some newer tech-based ordering options offered at popular chains include:

- Emoji-only texts
- Text-based
- Chatbot
- Social media

However, the most popular is still the simplest:

46% of consumers say they order from a restaurant-specific site

Offering delivery can increase sales, too:

38% of consumers ages 18 to 34 who order food to-go often purchase more food than they do when dining in

Among add-ons, beverages are most popular, followed by appetizers and desserts.

*“When I order delivery, I order a ______”*

42% Beverage

22% Appetizer

17% Dessert

Consumers purchase takeout from restaurants an average of 5.5 times per month.

And as takeout & delivery services become more ubiquitous, more people use it:

49% of 18- to 34-year olds say they’re ordering food to go more often now than three years ago