

ONLINE ORDERING TAKES OFF



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:



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

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:



of consumers say they order from a restaurant-specific site

Offering delivery can increase sales, too:



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 _____"

