

AUSTRALIA EDITION

Restaurant Online Ordering Trends

Consumer Preferences on
Delivery and Pickup Ordering



2022



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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 off-premise dining is now more important than ever for both restaurants and customers. But how has online ordering and third-party delivery evolved with the times?

At DoorDash, we want to help restaurants succeed everywhere: on their direct ordering platforms, third-party channels, and on-premise. This report brings you in-depth, current information on consumer online ordering preferences and emerging dining trends. DoorDash surveyed 1,006 customers across Australia from March 31 to April 4, 2022 to learn how they're eating now, plus compiled exclusive DoorDash data from behaviour on the app and on our direct ordering solution, Storefront — and here, we've compiled our most actionable insights so you can make the best decisions for your business.



90%

year over year growth for
same-store pickup orders on
the DoorDash app in Australia
(Q1 2022 vs. Q1 2021)



92%

year over year growth for
same-store delivery orders on
the DoorDash app in Australia
(Q1 2022 vs. Q1 2021)

Consumers crave options — and off-premise dining provides instant access to great food, anytime and anywhere. 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.

Ready to learn more? Let's dig in.





CHAPTER 2

Dining behaviours

How habits have changed during the pandemic

The COVID-19 pandemic necessitated consumers staying at home and foregoing in-person dining. In 2021, dining behaviours shifted towards online ordering and off-premises dining. In 2022, survey data shows delivery and takeout ordering continues to be prevalent, while inside dining at restaurants also sees a surge, as Australians are eager to support their favorite restaurants.

People are staying home and cooking just as much as they were last year – and they’re also ordering delivery and pickup from restaurants on a regular basis. In fact, 28% of survey respondents said they are ordering pickup more often now than last year and 27% said they are ordering delivery more often now than last year.

Dining at restaurants is also seeing a resurgence, with 29% of consumers dining indoors more often now than last year and **and 30% dining outside more often now than last year.** **These habits may continue to rise this year as a result of pent-up consumer demand.**

83%

order takeout/pickup as much or more than they did last year

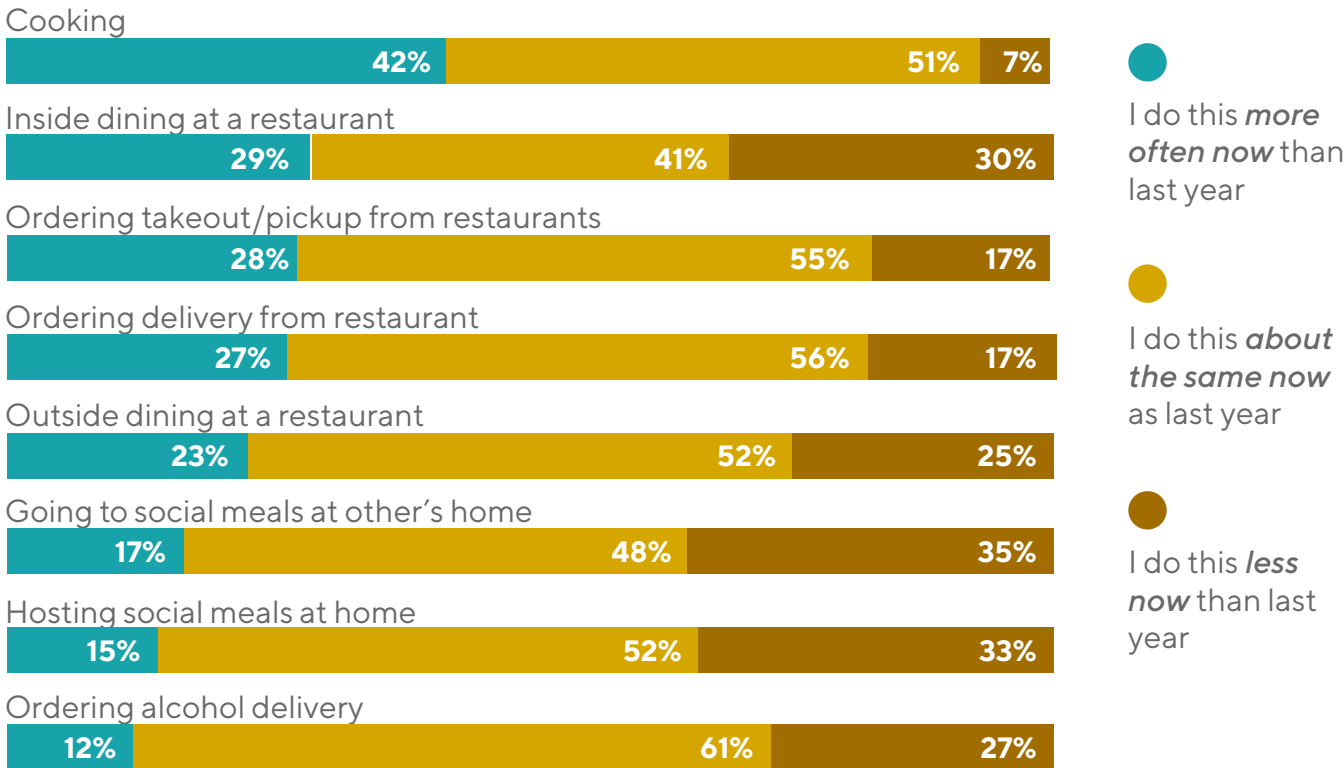
83%

order delivery as much or more than they did last year

70%

Dine inside as much as or more than they did last year

Thinking about now versus a year ago, how have the following activities changed for you?



We also asked survey respondents to think about their actual behaviour in the past month, which would have been March 2022. How many times did they order delivery? How many times did they order pickup?

81%

Report ordering pickup
in the past month

61%

Report ordering delivery
in the past month

50%

Report dining at a restaurant
in the past month

In the past month, which of the following activities did you do?

Cooked a meal



Grabbed takeout/pickup from a restaurant



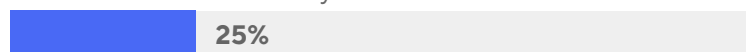
Ordered food delivery from a restaurant



Dined at a restaurant



Ordered alcohol delivery



We can also see that some Australians are ordering [alcohol delivery](#) from restaurants, liquor stores, or retailers. One in 4 consumers ordered alcohol delivery in March 2022, and 73% claim to order alcohol delivery as much as or more than they did last year. more than they did last year.

Digital matters

A consumer knows that they want to order food delivery or takeout. When selecting *where* and *how* to order, they turn to third-party platforms, which serve as marketplaces to browse nearby stores. When selecting somewhere to order delivery or takeout:

31%

turn to a logistics
platform like
DoorDash

18%

go to a restaurant's
website or app

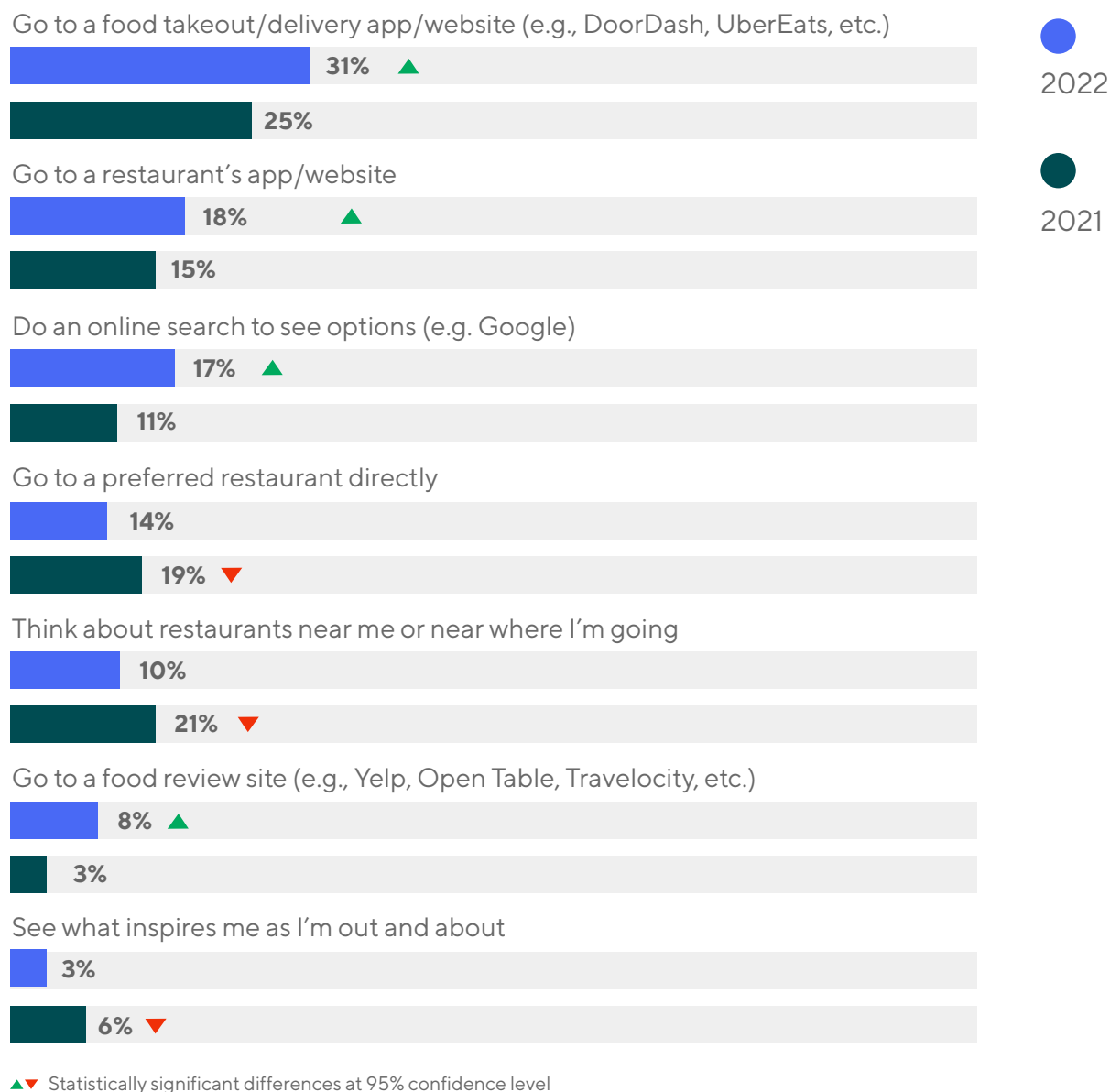
17%

of consumers search
for restaurants using an
online search engine

14%

of consumers go
to a preferred
restaurant directly

When you make the decision about where and how to get food for delivery or takeout, where do you typically start the process?



This is a sharp increase from when we asked this question last year; the majority in 2021 thought about restaurants near them or where they're going first. In 2022 vs. 2021, 24% more turn to a food delivery app or website, and 20% more turn to a restaurant's own app or website.

Either way, they are opening their phones and searching on their computers. Restaurants can capitalize on this by building a strong online presence on third-party platforms or their own websites, apps, and social media channels. The right platforms can put your restaurant in front of a large pool of local consumers — and help convert passive searchers into paying customers.

American cuisine tops the list

What type of food are customers craving most? American food was the most ordered delivery and pickup cuisine in Australia, and chips were the most ordered item.

Plus, no meal is complete without the side dish. When it comes to menu categories, Australian customers added sides, desserts, and drinks to their carts the most in Q1 2022.

Top 5 Cuisines Ordered on DoorDash in Australia

January-March 2022

1. American
2. Indian
3. Mexican
4. Middle-Eastern
5. Chinese

Top 5 Menu Items Ordered on DoorDash in Australia

January-March 2022

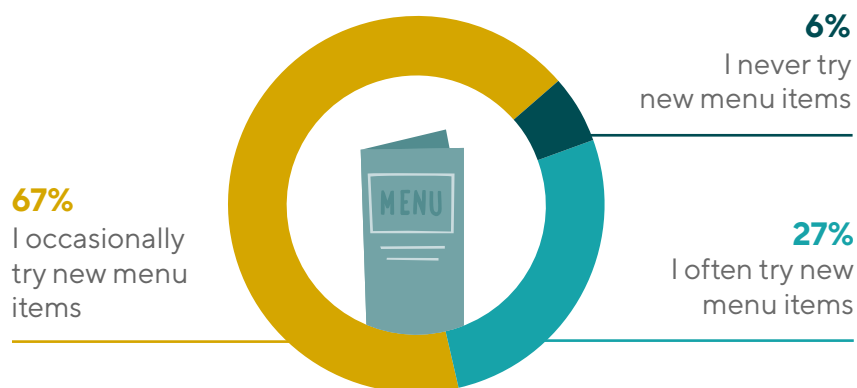
1. Chips / French Fries
2. Chicken Nuggets and Sandwiches
3. Hamburgers and Cheeseburgers
4. Burrito Bowls and Burritos
5. Hash Browns



Trying new menu items

Consumers are adventurous when ordering for delivery or takeout. Only 6% said they never try a new menu item; 27% often try new menu items, and 67% occasionally try new menu items.

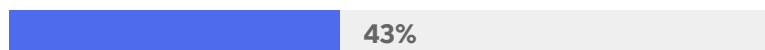
When you are choosing menu items for restaurant delivery, how often do you try new menu items for the first time?



Why do they order a new menu item? Australian consumers said it's because they want to treat themselves to an indulgent option, because it has an attractive price, or because they want to try different cuisines.

Which, if any, of the following has been a reason for you trying a new menu item for delivery for the first time?

I feel like treating myself to an indulgent option



43%

It has an attractive price



39%

It introduces me to different cuisines



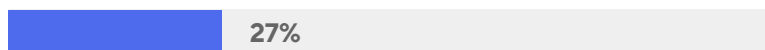
39%

I get bored ordering the same things



38%

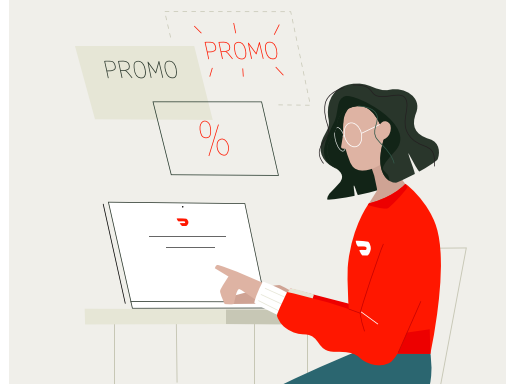
I feel like ordering a healthier option



27%

DID YOU KNOW

Merchants on DoorDash can promote menu items using [Promotions](#), and track their popularity over time in the [Merchant Portal](#).



The bottom line

Building and growing online channels is key to success in the modern restaurant industry. Customers want lightning-fast service, convenient ordering, and the freedom that comes with having multiple options. Online ordering gives customers the ability to customize food to their preferences and get a meal precisely when and where they want it. With both a direct online ordering system on your website and a presence on third-party delivery apps, your restaurant can reach more customers seeking delivery and pickup options.

SUCCESS STORY



Headquartered in Melbourne, Roll'd offers fresh, traditionally prepared Vietnamese food from over 100 quick-service locations across Australia. They're on a mission to become a household name and help people understand that Vietnamese rolls, noodles, banh mi, and bowls are healthy and delicious.

Roll'd launched on DoorDash one of the platform's first Australian merchants in December 2019. Prior to COVID-19, deliveries accounted for 5% of their overall revenue. During the pandemic, they partnered with DoorDash Drive for white-label support to keep up with growing demand. Since launching in August 2020, Roll'd saw a 177% increase in delivery sales, a 182% increase in order, and sales growth of 27%.

[Read the success story](#) →

“

“In December, we hit a massive milestone. Not only did Roll'd meet last year's sales, but we were up by 4% – in the middle of COVID-19. I truly believe this would not have happened without DoorDash.”

— Kelly Tracey, National Operations Manager at Roll'd





CHAPTER 3

Restaurant delivery trends

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 [Australian food delivery industry](#) is expected to reach AU\$4.26 billion market volume by 2026. As operators continue to offer delivery and pickup options in 2022, we asked consumers what they look for in these services.

Here's what consumers look for in food delivery

When choosing a delivery method (ordering direct from a restaurant or via a third-party), customers' top priorities are:

74%

Low fees

71%

A good ordering experience

70%

Accurate delivery time estimates



How important are each of the following when choosing a delivery method to use (e.g. ordering direct vs. ordering non-direct)?

Low fees



A good ordering experience



Having low menu prices



Accurate delivery time estimates



There is customer support when things go wrong



●
2022

●
2021

Food is ready fast



A broad selection of restaurants



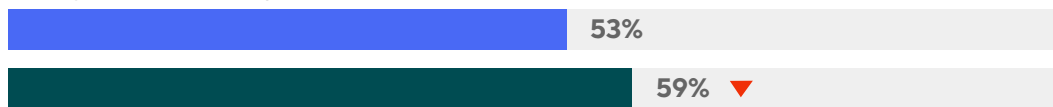
Being able to customize the items in my order



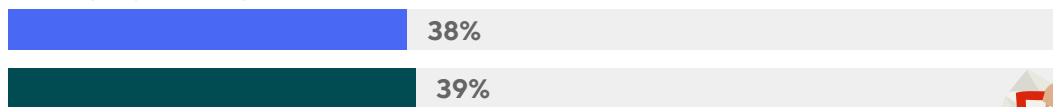
I can track my delivery or pickup status



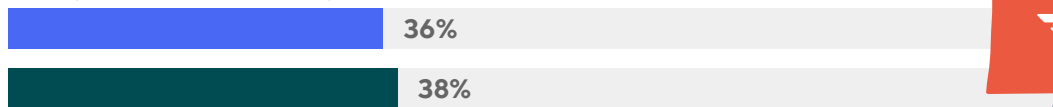
Using a discount or promotion



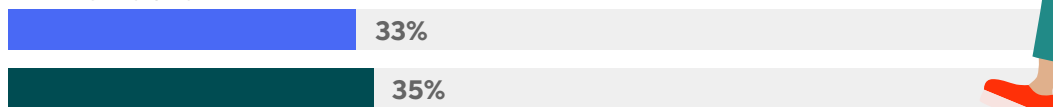
Having my delivery information saved



Being able to re-order my last meal



Having my payment information saved



▲ ▼ Statistically significant differences at 95% confidence level



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

Third-party ordering is the most popular method for delivery

Consumers prefer to order delivery through a third-party website or app over other methods, followed by ordering via restaurant's website/app.

46%

of customers prefer to order delivery through a third-party website or app

39%

of customers prefer to order for delivery through a restaurant's website or app

12%

of customers prefer to call a restaurant directly to order delivery

Via third-party app/website (e.g. DoorDash, UberEats, etc.)

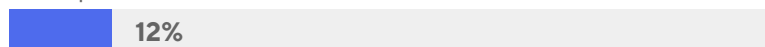


Via restaurant's website/app

(e.g. Dominos.com, local restaurant website, etc.)

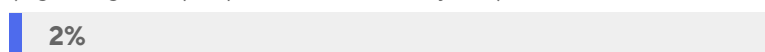


Via a phone call

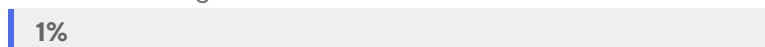


Via search engine or listing aggregator

(e.g. Google, Yelp, OpenTable, Travelocity, etc.)



Via text message



DID YOU KNOW

DoorDash provides tools for restaurants to grow their business on third-party marketplaces as well as on their own channels; we want businesses to succeed everywhere they sell. With the DoorDash app, merchants can reach new customers in their area. With Storefront, merchants can offer online ordering on their website, with zero commissions or monthly fees. And with On-Demand Delivery, merchants can use DoorDash logistics to power delivery from their existing online ordering websites. With both a branded online ordering system on your website and a presence on third-party delivery apps, your restaurant can grow sales and reach more customers.

Why consumers choose third-party ordering

Customers have high expectations for their ordering experience. **46% of customers** prefer to order food delivery through a third-party website or app. Here's why customers choose to order from a third-party website or app vs. other methods.

35%

of consumers chose a third-party website or app for its **ease of use**

33%

of consumers thought ordering from a third-party website or app was more **convenient**

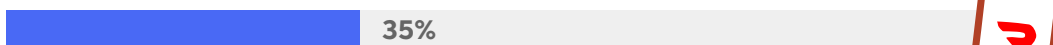
22%

of consumers choose to order from a third-party website or app for its **familiarity**

In the past month, why did you choose to order food delivery via a third-party website/app instead of the restaurant website/app?

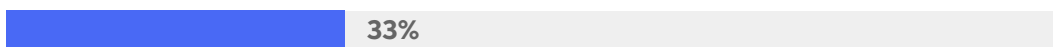
Ease of use

(e.g., it's faster to order, I have the number or order history saved)



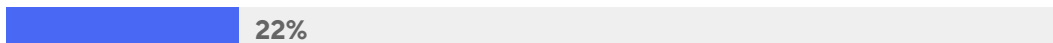
It was more convenient

(e.g., I was on the go)

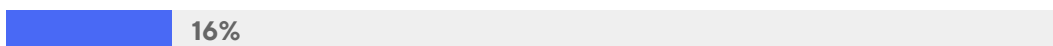


Familiarity

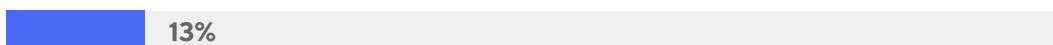
(e.g., I've always ordered from them this way, I'm used to ordering this way)



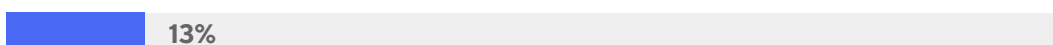
Contactless



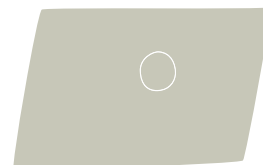
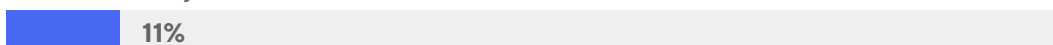
The food arrives faster



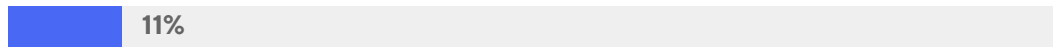
Customization



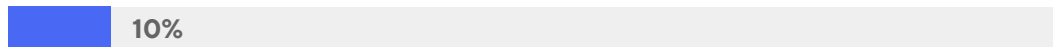
Lower delivery fees



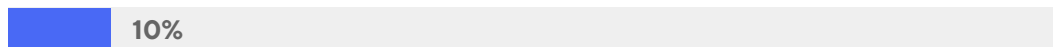
Cheaper food



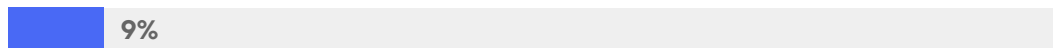
Food arrives hotter



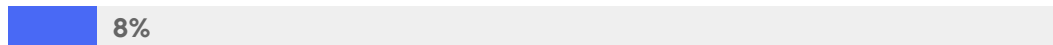
Customer Service



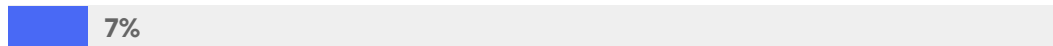
Payment methods



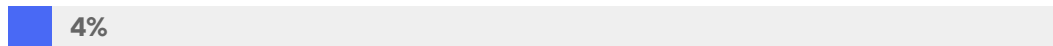
To support restaurant workers



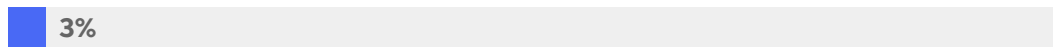
To earn or use loyalty points



To avoid being put on hold



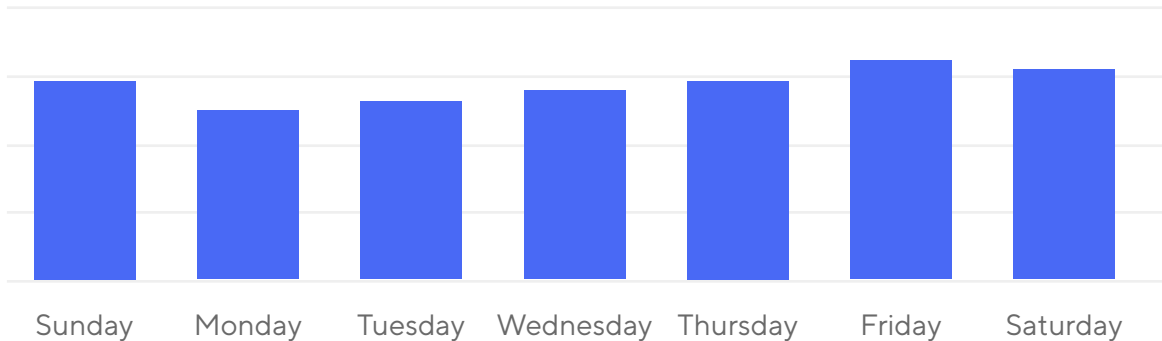
Data privacy



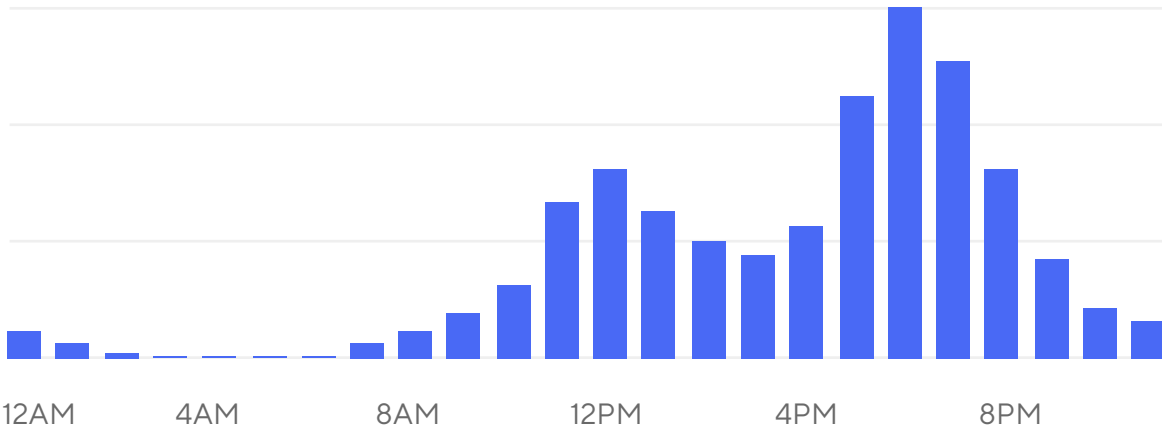
When do people order delivery?

The most popular days and times for ordering delivery on DoorDash and Storefront in Australia don't come as a surprise: Friday is the most popular day, however ordering behaviour remains steady throughout the week, and 6 p.m. is the most popular time, with spikes during lunch and dinner times. Restaurants may be interested to see the change in behaviour to determine the best hours to be open for delivery.

Delivery Orders in Australia by Day of Week, Q122



Delivery Orders in Australia by Time of Day, Q122



DID YOU KNOW

Early morning orders on DoorDash (between 5 a.m. and 10 a.m.) saw a 3X increase between 2021 and 2020, as more people consider ordering food delivery for meals like brunch or breakfast.



Why consumers choose delivery over takeout

55%

of consumers say it's more convenient

37%

of consumers aren't so keen to go out

26%

of consumers want to avoid possible COVID-19 exposure

In the past month when you ordered restaurant food for delivery, why did you do that versus grabbing takeout/pickup from a restaurant?

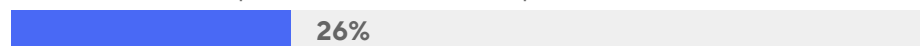
It was more convenient



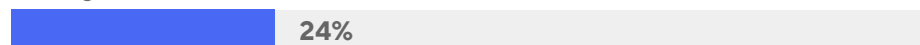
I didn't feel like going out



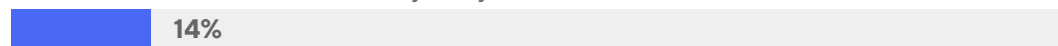
I wanted to avoid possible COVID-19 exposure



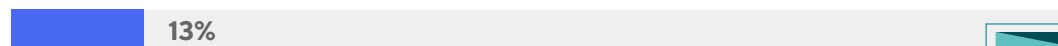
I can get the food faster



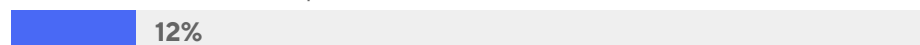
I didn't want to see or talk to anybody



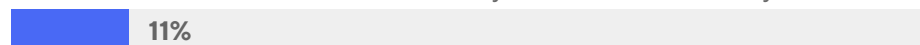
I was not near the restaurant



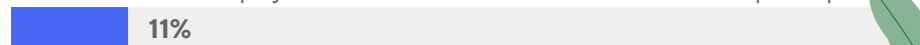
Menu items were cheaper



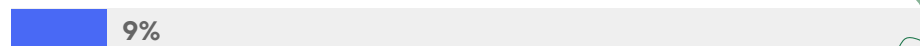
There were menu items that were only available for delivery



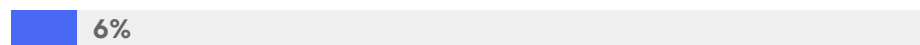
I am able to use a payment method that I cannot use with pickup



Fees were lower



The restaurant is somewhere I do not like to visit



DID YOU KNOW

In 2021, on average, Australian consumers ordered from 3 different merchants on DoorDash



The bottom line

Delivery makes it easier for consumers to branch out.

39%

Of Australian consumers tried a new merchant on DoorDash in Q1 2022.

(compared to the merchants they ordered from in Q4 2021)

In recent years, delivery has become a driving force in the restaurant industry — putting everything from fine dining to fast food right 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 an average of \$4-5 per 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



“

“We were one of their earlier adopters when we signed on with DoorDash two years ago, and since then we've grown. We've opened up more stores and our revenue and sales have grown with DoorDash. It's been a good collaboration. For us, it's about reaching a new audience. It's really helped our business grow.”

— Charlie Hoyek, Owner,
Manoosh Pizzeria

[Read the success story](#) →





CHAPTER 4

Restaurant pickup trends

Inside takeout preferences

When ordering takeout, customers visit restaurants in person to pick up their food. Whether at home, the office, or another location, customers can order food from nearby restaurants and build relationships with businesses in their area.

Consumers prefer ordering pickup direct from restaurants

45%

of customers prefer to order pickup through a restaurant’s website or app

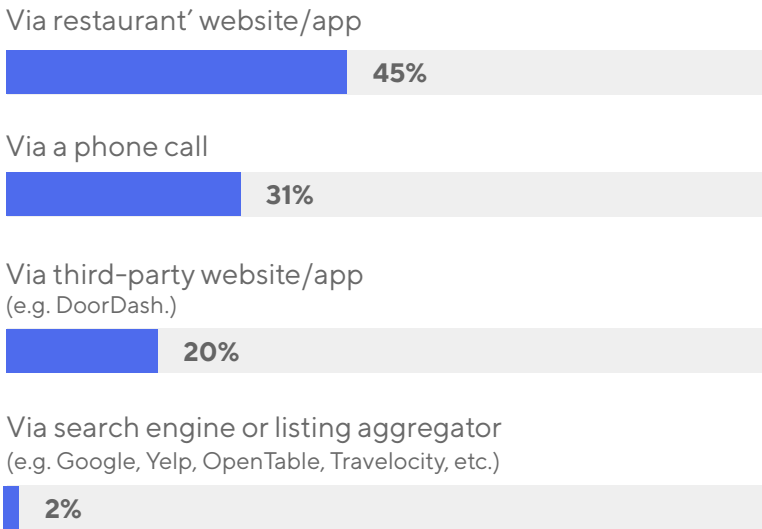
31%

of customers prefer to order pickup by calling the restaurant

20%

of consumers prefer to order pickup via a third-party app/website

What is your preferred method of placing pickup orders from restaurants?



DID YOU KNOW

76% of merchants in Australia offer pickup on the DoorDash app in Q1 2022, increased from 30% in Q1 2021.



Why customers choose direct ordering

45% of customers prefer to order pickup directly from a restaurant and 39% prefer to order delivery directly from a restaurant. Here's what customers choose as their reasons for direct ordering as their preferred method.

24%

of customers choose to order direct from the restaurant instead of ordering via a third-party because it's **more convenient**

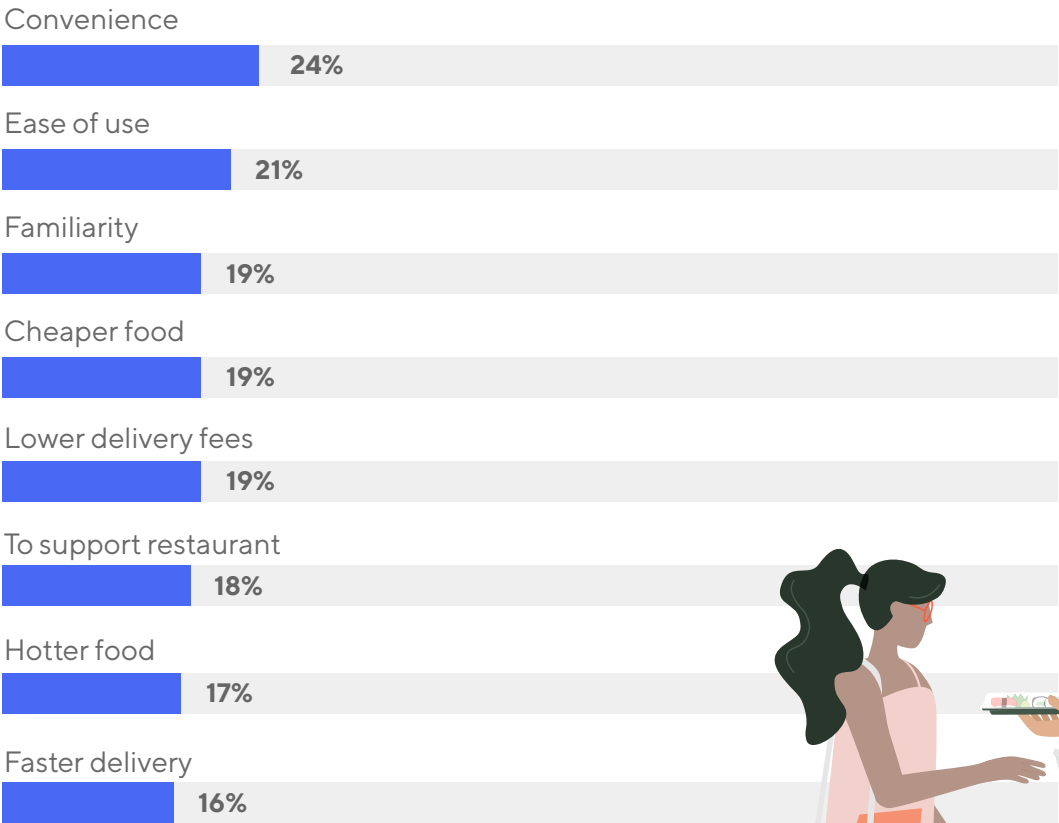
21%

of customers choose to order direct from the restaurant instead of ordering via a third-party because they enjoy the **ease of use**

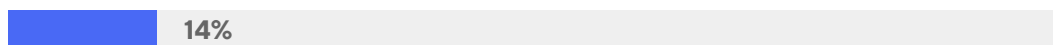
19%

of customers choose to order direct from the restaurant instead of ordering via a third-party because of **familiarity**

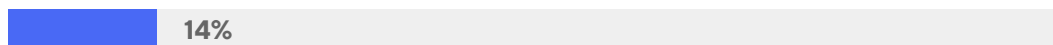
In the past month, why did you choose to order food delivery or pickup from the restaurant instead of via a third party app/website?



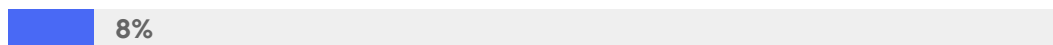
Customization



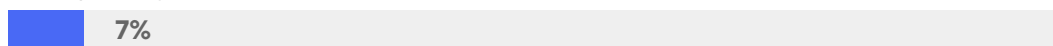
Customer service



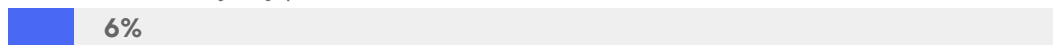
Payment methods



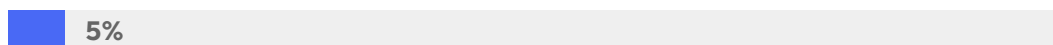
Data privacy



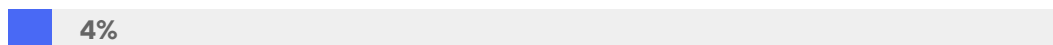
To earn or use loyalty points



Order confirmation



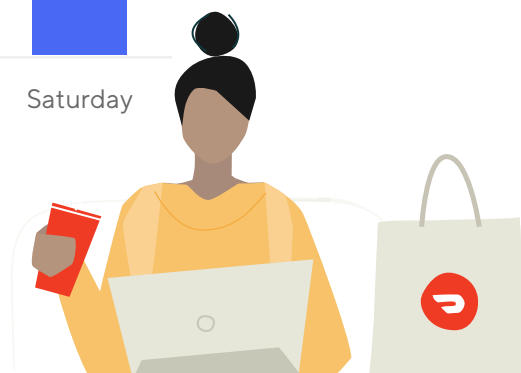
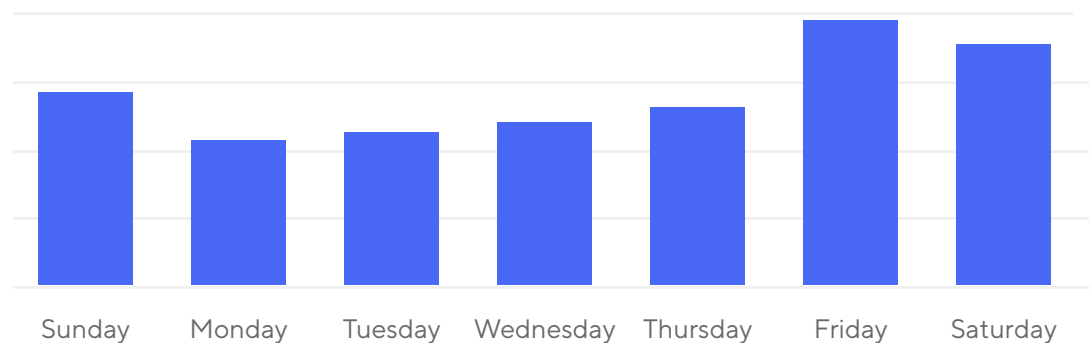
To talk to someone



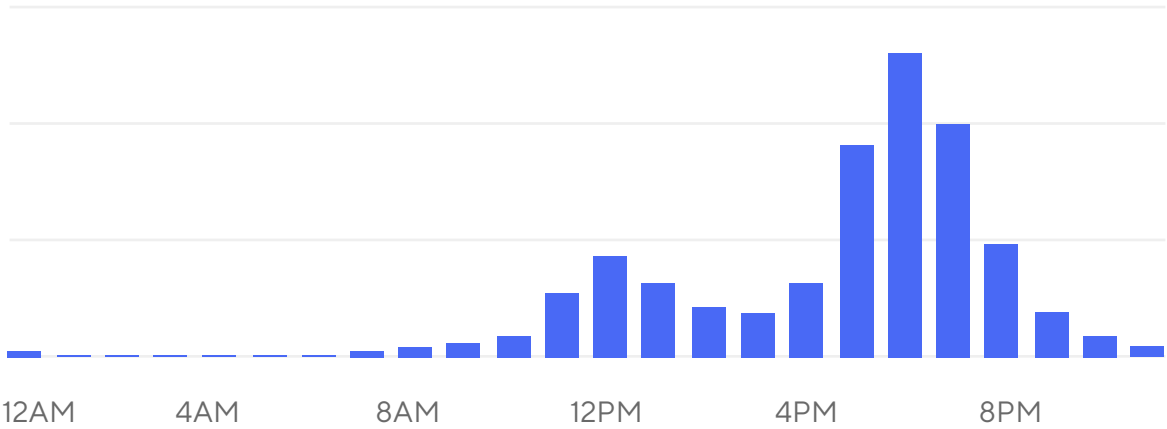
When do people order pickup?

The most popular day for ordering pickup on DoorDash and Storefront in Australia are the same as the most popular for ordering delivery: Friday, although orders stay consistent throughout the week. The most popular time for pickup orders also matches the delivery trend: 6 p.m., with spikes at 12 p.m. for lunch orders as well.

Pickup Orders in Australia by Day of Week, Q122



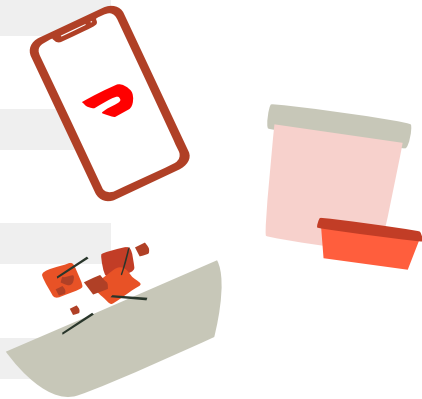
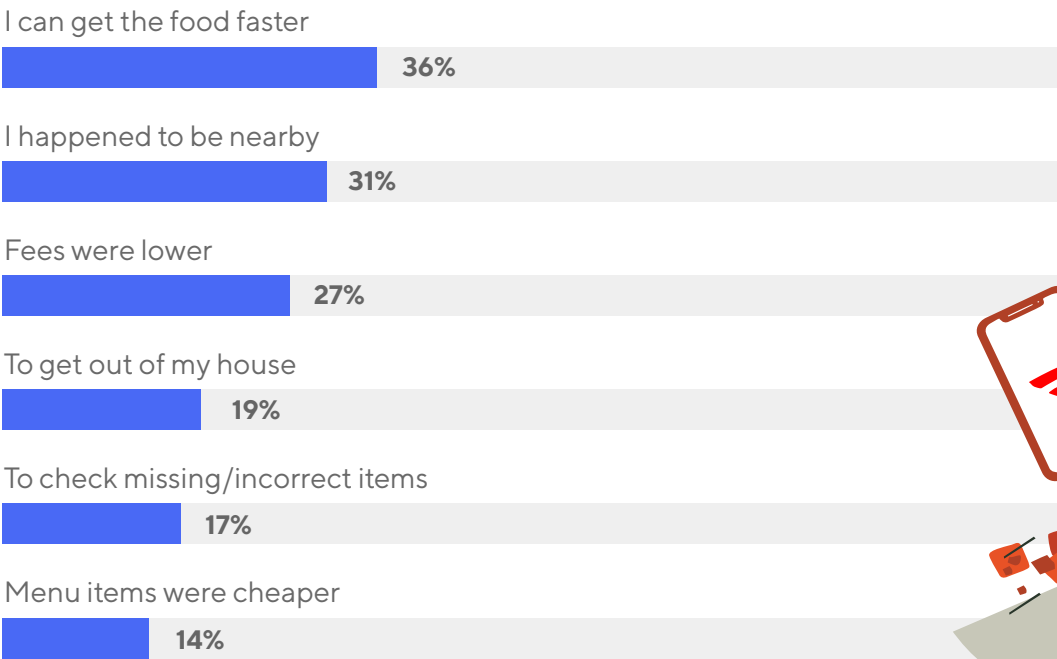
Pickup Orders ins Australia by Time of Day, Q122



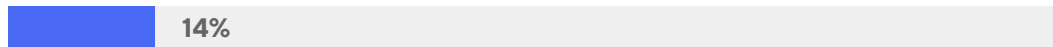
Why customers choose pickup over delivery?

Most customers choose pickup when they feel it will be faster than delivery, when they're closer to the restaurant in question, or when they simply want to get out of the house for a bit.

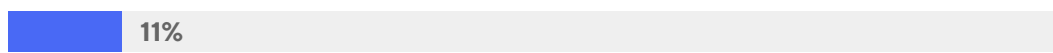
In the past month, when you grabbed takeout/pickup food from a restaurant, why did you do that versus ordering delivery from a restaurant?



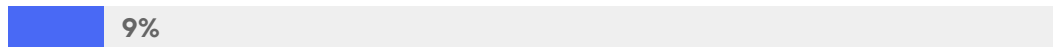
To support the restaurant



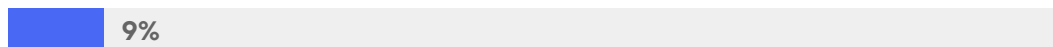
To talk to and see the staff



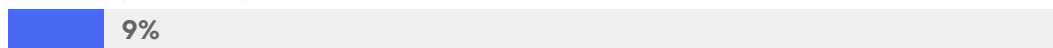
To use preferred payment methods



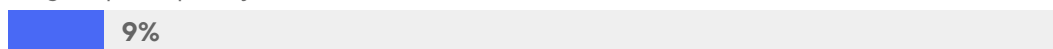
I have control over food quality



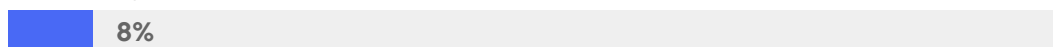
Flexibility to change my order



To get "pickup only" menu items



Less worry about contamination



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 neighborhood.

SUCCESS STORY



Based near Perth in Western Australia, RoyAl's Chicken and Burgers is a not-so-classic burger joint. With a name that gives a nod to Pulp Fiction, the restaurant is known for two best-sellers: the "RoyAl with Cheese," a quintessential cheeseburger with a double layer of cheese, ketchup, mustard, and pickled onions, and the "Chicken RoyAl," a buttermilk fried chicken burger topped with lettuce, tomato, creole remoulade, and fancy sauce.

RoyAl's became a DoorDash partner in June 2021 to connect with more customers in their neighborhood. Maggie Dango, General Manager, intentionally launched at one location to start, making sure the back-of-house and front-of-house, as well as integrations with Lightspeed and Deliverect, ran smoothly. Then she onboarded the rest of the RoyAl's restaurants. By experimenting with DoorDash promotions, the business was able to increase delivery sales.

[Read the success story](#) →

“

“Before, DoorDash orders made up about 6% of our total delivery sales each week,” says Maggie. “The DoorDash-only campaign saw our delivery orders increase 150%. It was a big risk for us but it paid off, indicating how DoorDash could work for us.”

— Maggie Dango, General Manager,
RoyAl's Chicken and Burgers





CHAPTER 5

Conclusion

Delivering more

As the dining landscape continues to evolve, it's clear that customers aren't slowing down on placing delivery and pickup orders. Off-premise 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 guests, or simply chowing down on their favourite cuisine.

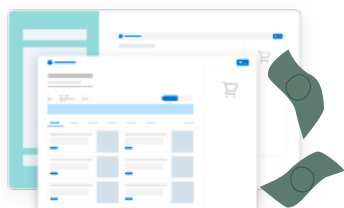
DoorDash offers solutions for every business need. We're in the business of growing your business — and our variety of products and solutions help you turn pickup and delivery orders into a significant source of revenue.

Explore our offerings



Reach new customers with [DoorDash](#)

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. [Self-Delivery](#) lets you fulfill these DoorDash orders with your own delivery team and Dashers when you need them, so you can reach new customers and save on fees.



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.



Customize your customer experience with [On-Demand Delivery](#).

On-Demand Delivery enables you to tap into the Dasher network to fulfill orders placed from your own website or ordering channels, including integrations with Toast Online Ordering, Square, Olo, and more.

DoorDash empowers restaurant growth

[Explore the Merchant Product Guide](#)



CHAPTER 6

Methodology

This survey was conducted by Dynata on behalf of DoorDash between March 31 and April 4, 2022. Our respondents spanned a variety of ages, careers, and income levels.

Participants were not compensated or incentivized by DoorDash

Key stats

1,006

Respondents

47%

Male

52%

Female

1%

Non-binary

40

Average age

AUD\$112,000

Average household income



About DoorDash

DoorDash is a technology company that connects consumers with their favorite local and national businesses. 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.

