



U.S. EDITION

# Restaurant Online Ordering Trends

Consumer Preferences on  
Delivery and Pickup Ordering

 2022



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# Introduction

## Why we made this report

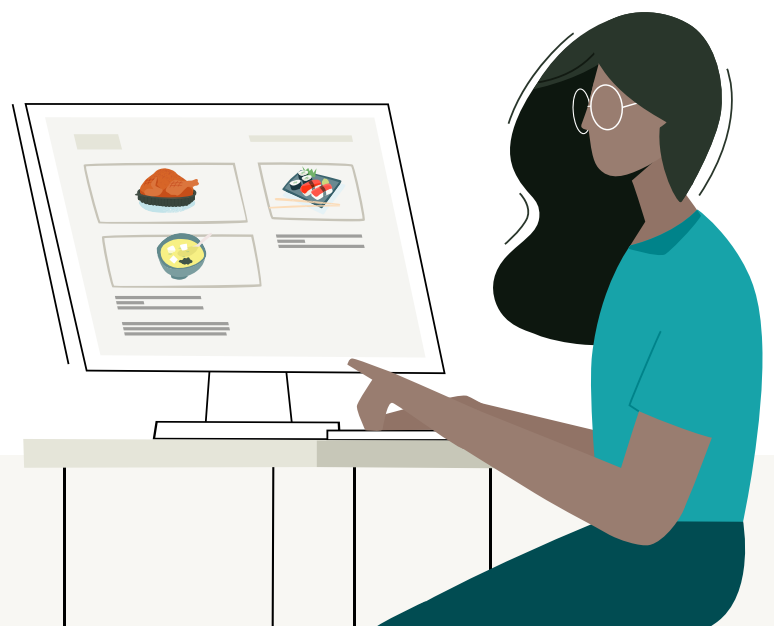
The restaurant industry has dramatically changed since the onset of the COVID-19 pandemic, and off-premise dining is now more important than ever for both restaurants and consumers. But how has online ordering and third-party delivery evolved with the times?

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 1,504 consumers across the U.S. in March 2022 to learn how they're eating now, plus compiled exclusive DoorDash data from behavior 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.



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 behaviors

How habits have changed during the pandemic

The COVID-19 pandemic necessitated consumers staying at home and foregoing in-person dining. In 2021, dining behaviors 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 U.S. residents are eager to patron 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, 37% of survey respondents said they are ordering delivery more often now than last year, and 41% said the same of pickup ordering. Dining at restaurants is also seeing a resurgence, with 37% of consumers dining indoors more often now than last year and 24% dining outside more often now than last year. These habits may continue to rise this year as a result of pent-up consumer demand, as the [National Restaurant Association](#) reports that 51% of adults say they aren’t eating at restaurants as often as they would like (Dec’ 21).

86%

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

83%

order delivery as much or more than they did last year

74%

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?

Cooking



Ordering takeout/pickup from restaurants



Ordering delivery from restaurant



Inside dining at a restaurant



Outside dining at a restaurant



Going to social meals at other’s home



Hosting social meals at home



Ordering alcohol delivery



I do this *more often now* than last year

I do this *about the same now* as last year

I do this *less now* than last year

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

**79%**

Report ordering pickup in the past month

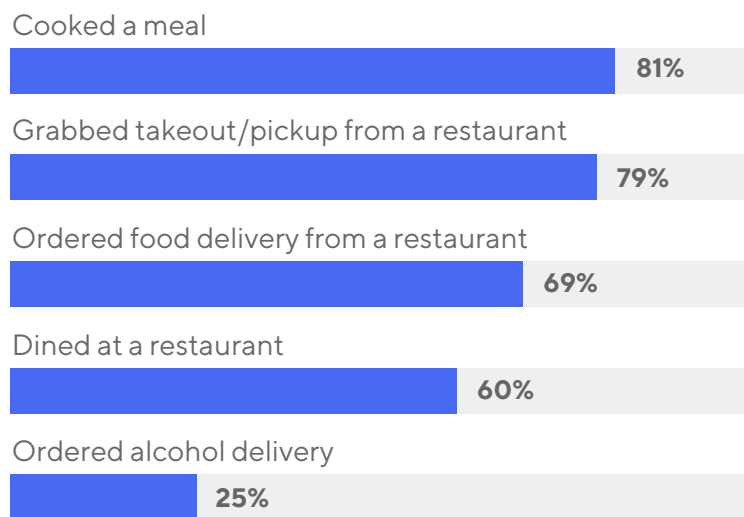
**69%**

Report ordering delivery in the past month

**60%**

Report dining at a restaurant in the past month

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



Americans are ordering [alcohol delivery](#) from restaurants, liquor stores, or retailers. One in 4 consumers ordered alcohol delivery in February 2022, and 63% claim to order alcohol delivery as much as or 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:

**24%**

turn to a logistics platform like DoorDash

**23%**

go to a restaurant's website or app

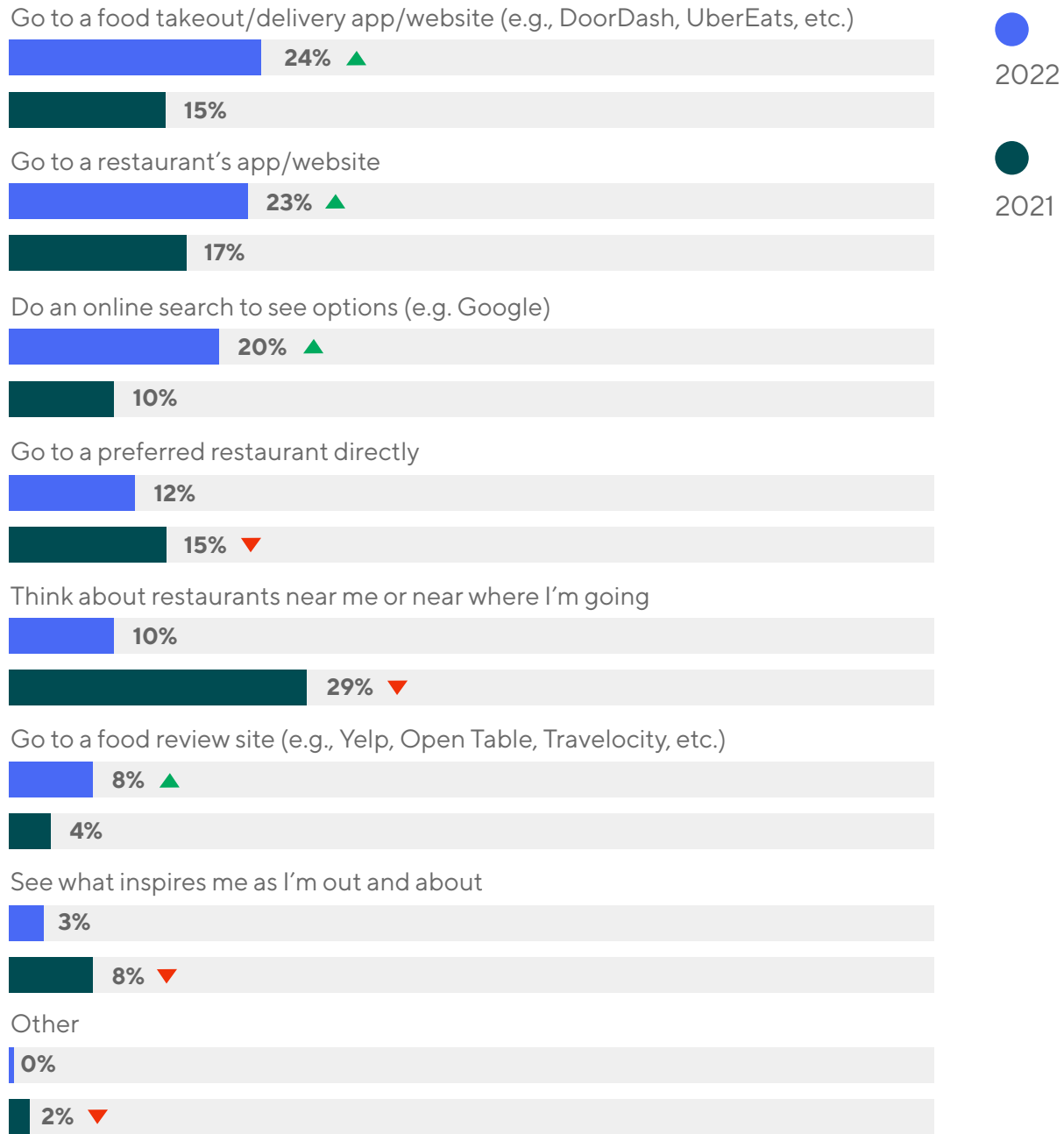
**20%**

of consumers search for restaurants using an online search engine

**10%**

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?



▲▼ Statistically significant differences at 95% confidence level

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, 60% more turn to a food delivery app or website, and 35% more turn to a restaurant's direct 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 and french fries tops the list

What type of food are consumers craving most? American food was the most ordered delivery and pickup cuisine in the United States, and french fries were the most ordered item. Item data is an aggregate of individual items ordered from top merchants on DoorDash from January to March 2022.

Plus, no meal is complete without the side dish. When it comes to menu categories, U.S. consumers added sides, beverages, and appetizers to their cart the most in Q1 2022.

## Top 5 Cuisines Ordered on DoorDash in the U.S.

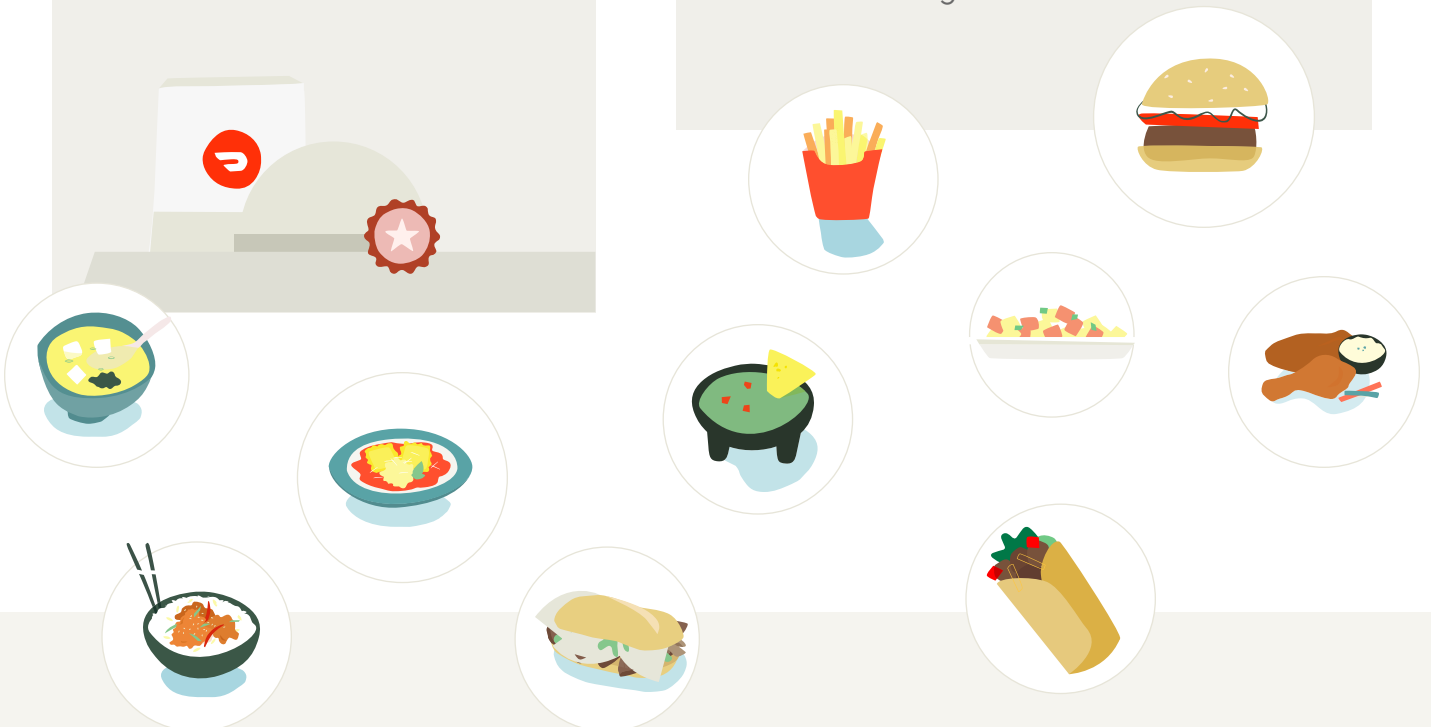
January-March 2022

1. American
2. Mexican
3. Japanese
4. Italian
5. Chinese

## Top 5 Menu Items Ordered on DoorDash in the U.S.

January-March 2022

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

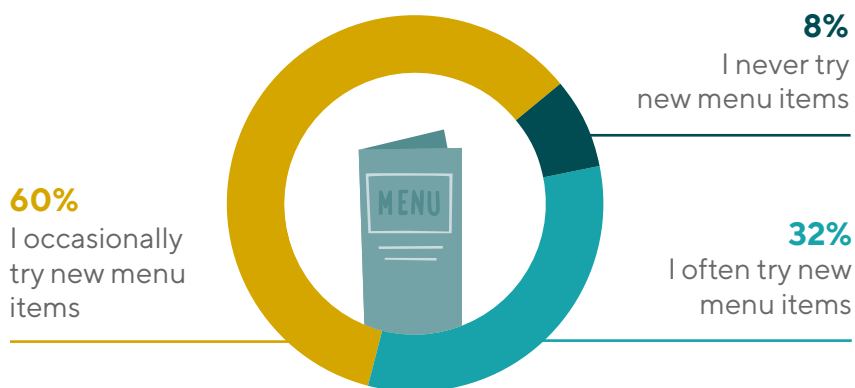




# Trying new menu items

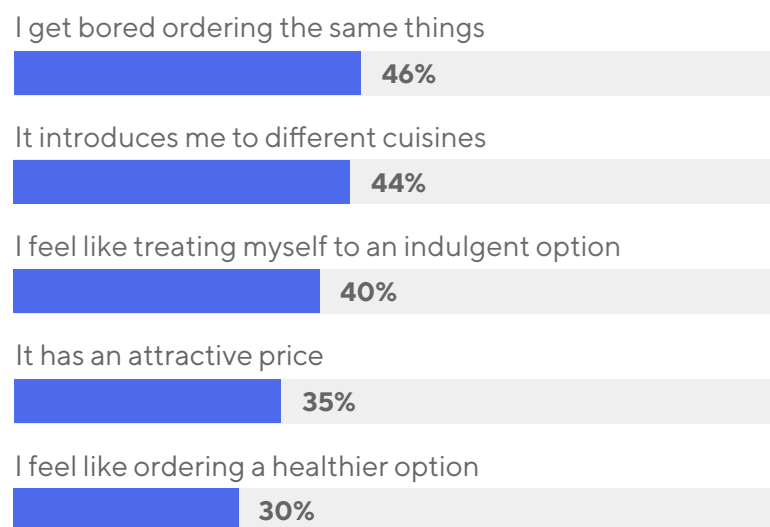
Consumers are adventurous when ordering delivery or takeout. 92% occasionally or often try new menu items with only 8% saying they never try new items.

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



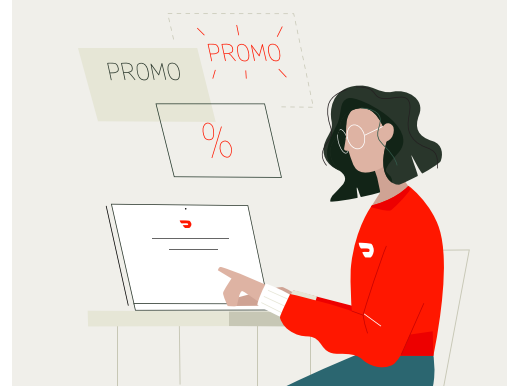
Why do they order a new menu item? Often, it's as simple as wanting to switch things up. Many consumers also said they enjoy trying out new cuisines and treating themselves to indulgent options.

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



## 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. Consumers want lightning-fast service, convenient ordering, and the freedom that comes with having multiple options. Online ordering gives consumers 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 consumers seeking delivery and pickup options.

## SUCCESS STORY



Started in 2011, The Melt is a California-based fast-casual chain with nine locations spanning from San Francisco to San Diego. The restaurant is known for its gourmet burgers using 100% all-natural Angus and Wagyu beef, grilled cheese sandwiches, milkshakes, and more.

Sean Reiter serves as the Director of Brand Revenue for The Melt. When it was time to open its newest location in the Gaslamp Quarter in San Diego, Sean wanted to get instant visibility within the DoorDash app to capture new customers. Sean used [Sponsored Listings](#), which helps restaurants get prime real estate on the DoorDash homepage and search results, to grow this new location.

[Read the success story](#) →



“For me, Sponsored Listings is like getting a billboard on the big highway DoorDash has built. It’s like paying a guy to have a sign on the side of the road and only paying him money for anyone that comes to my restaurant and orders. That’s what DoorDash is doing—and it’s why they’re superior to others because I’m not paying money for everyone that passes by.”

— Sean Reiter, Director of Brand Revenue,  
The Melt





CHAPTER 3

# Restaurant delivery trends

Inside delivery preferences

As consumers continue to order food for delivery and pickup in 2022, we asked them what they look for in these services. As operators balance dine-in and delivery, these insights can help when allocating resources to grow off-premise sales.

# Here's what consumers look for in food delivery

When deciding on a delivery method (ordering direct or non-direct), consumers' top priorities are:

**72%**

The quality of the ordering experience

**69%**

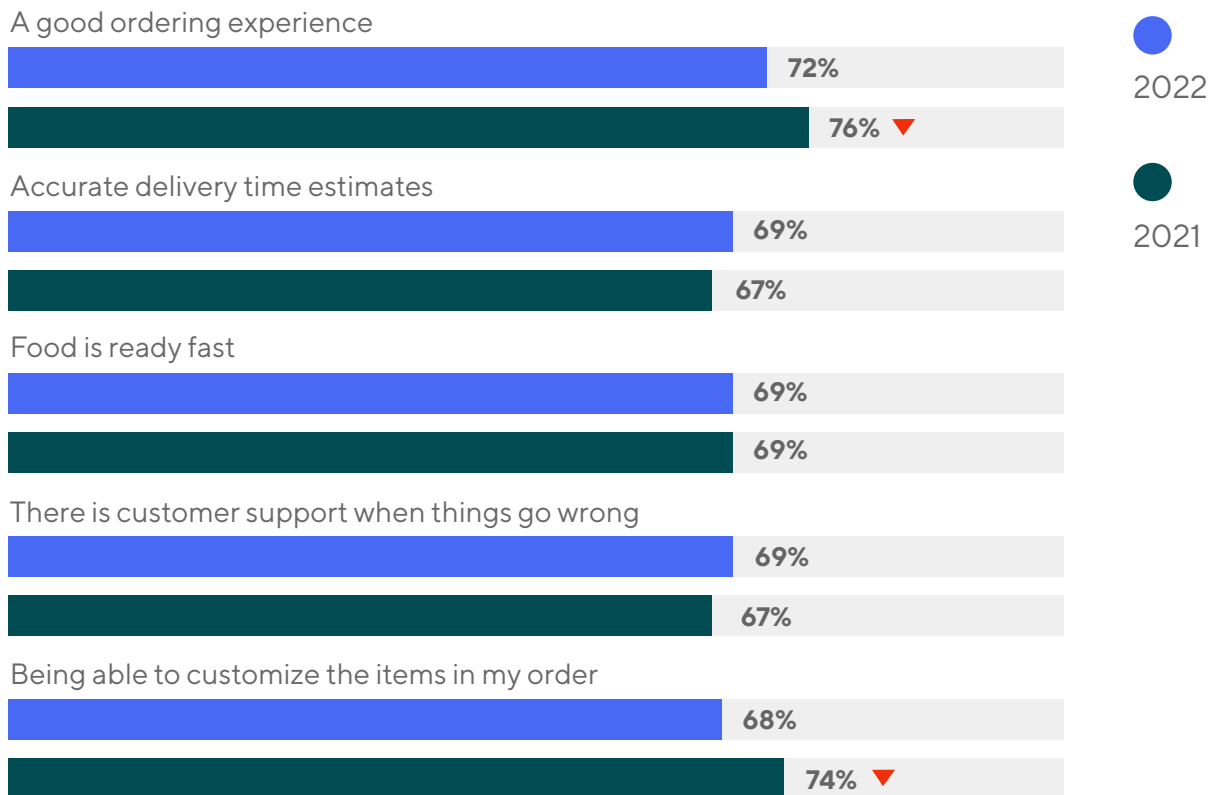
The accuracy of delivery time

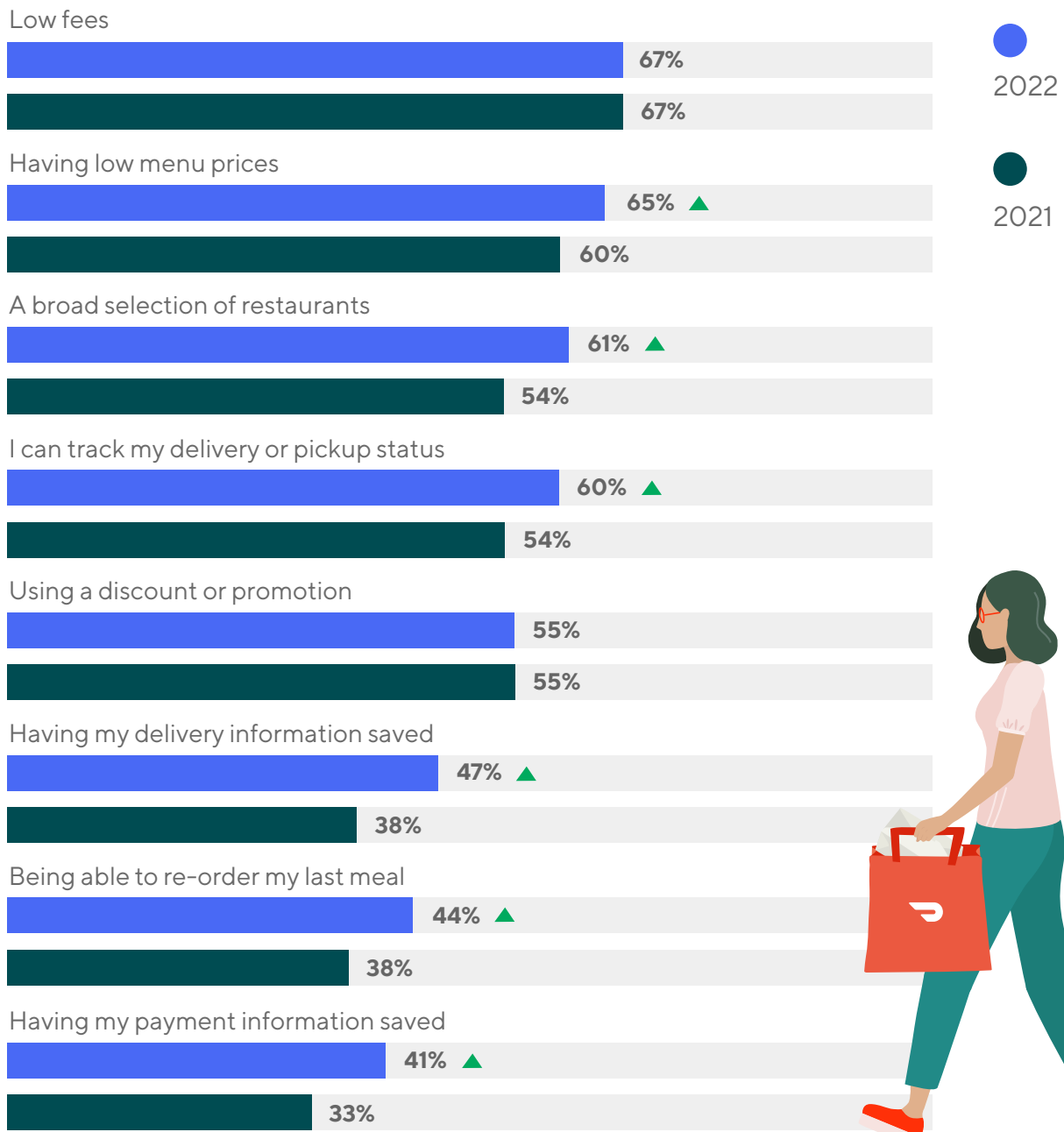
**69%**

Quality customer support



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





▲ ▼ 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.

# Consumers prefer ordering delivery on-line – through a restaurant’s website or third-party app

Consumers indicated a strong preference to order their food online over other methods:

## 38%

of consumers prefer to order for delivery through a restaurant’s website or app

↘ Trending down from 43% last year

## 37%

of consumers prefer to order for delivery through a third-party delivery platform

↗ Trending up from 27% last year

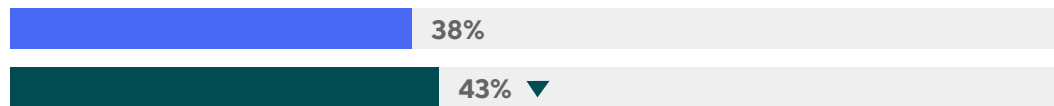
## 18%

of consumers prefer to call a restaurant directly to order delivery

↘ Trending down from 27% last year

## What is your preferred method of ordering food delivery?

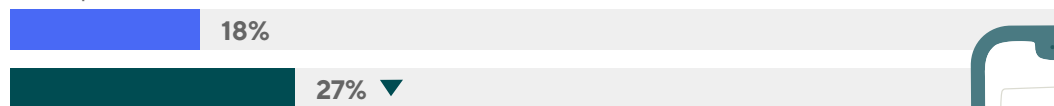
Via restaurant’s website/app (e.g. Dominos.com, local restaurant website, etc.)



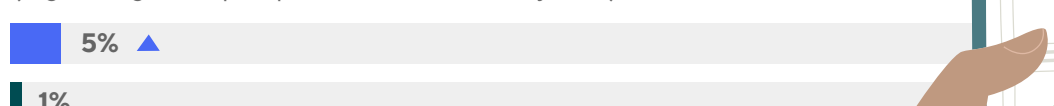
Via third-party app/website (e.g. DoorDash, UberEats, etc.)



Via a phone call



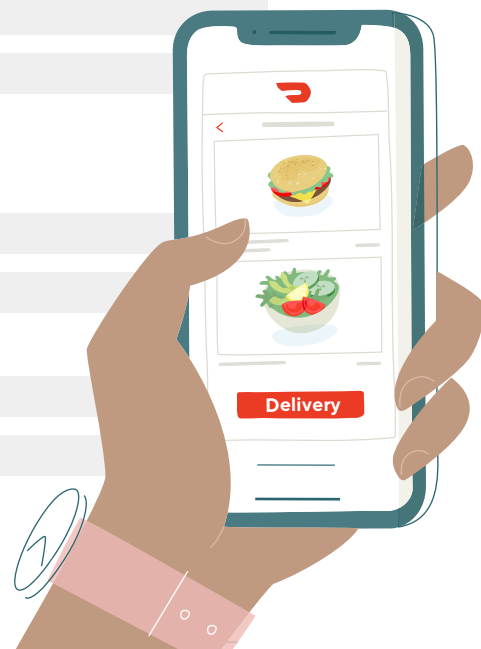
Via search engine or listing aggregator (e.g. Google, Yelp, OpenTable, Travelocity, etc.)



Via text message



▲ ▼ Statistically significant differences at 95% confidence level



# Why consumers choose third-party ordering

33%

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

32%

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

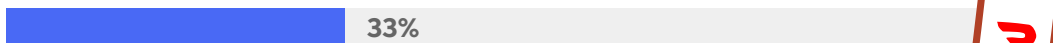
19%

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

In the past month when you chose to order food delivery or pickup via a third-party website or app, why did you do that instead of ordering directly from the restaurant?

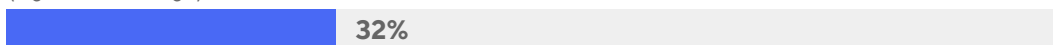
Ease of use

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



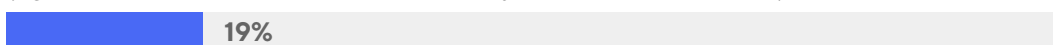
It was more convenient

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



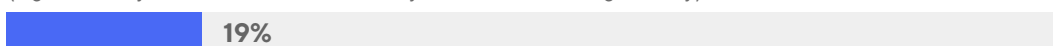
Customizing my order is easier

(e.g., easier to tell restaurant what I want, trust that my instructions will be followed)

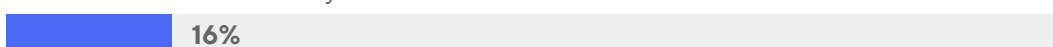


Familiarity

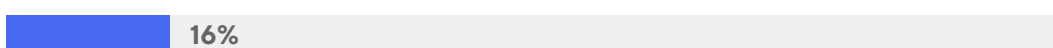
(e.g., I've always ordered from them this way, I'm used to ordering this way)



I didn't want to talk to anyone

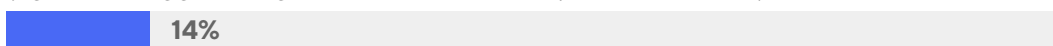


The food arrives faster

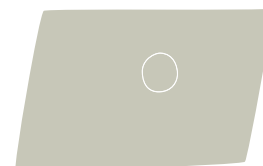


Customer Service

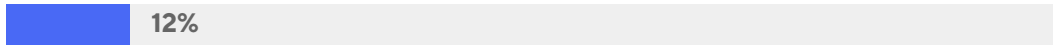
(e.g., if something goes wrong the restaurant is faster to respond and take action)



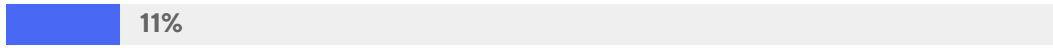
I wanted to use or earn loyalty points



I believe ordering via a third-party website or app supports the restaurant better  
(e.g., they pay fewer fees)



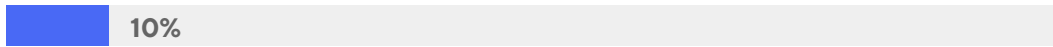
The food arrives in better condition (hot, better packaging)



The payment method I wanted to use would not have been available

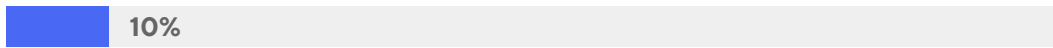


Delivery fees are lower

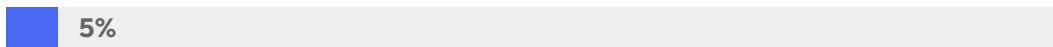


Food is cheaper

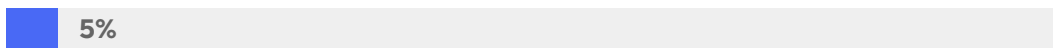
(e.g., menu prices are lower, there are discounts when texting)



I didn't want the restaurant to have my information



I was worried about being put on hold

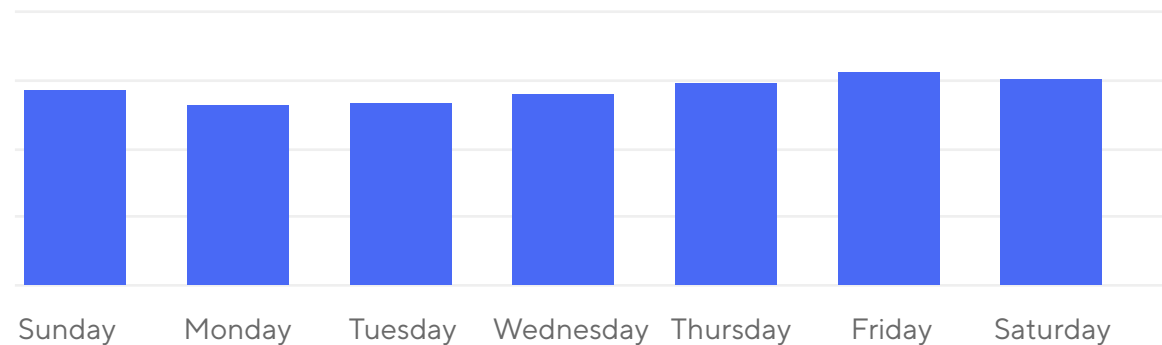




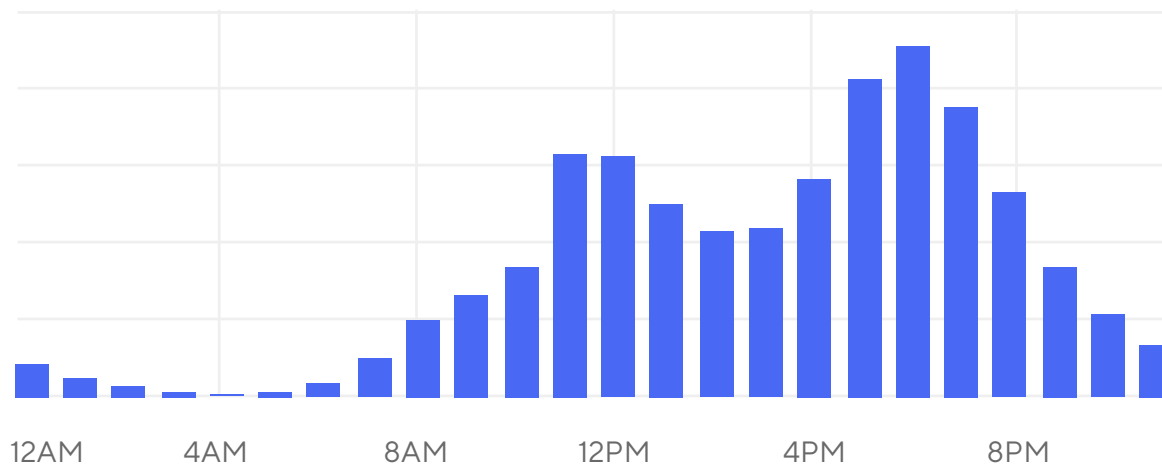
# When do people order delivery?

The most popular days and times for ordering delivery on DoorDash and Storefront don't come as a surprise: Friday is the most popular day, however ordering behavior 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 behavior to determine the best hours to be open for delivery.

## Delivery Orders by Day of Week, Q122



## Delivery Orders 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

50%

of consumers say it's more convenient

40%

of consumers aren't so keen to go out

29%

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?

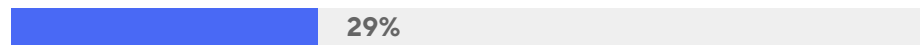
It was more convenient



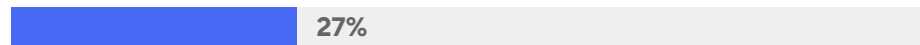
I didn't feel like going out



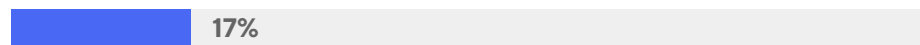
I wanted to avoid possible COVID-19 exposure



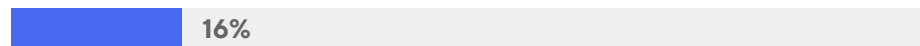
I can get the food faster



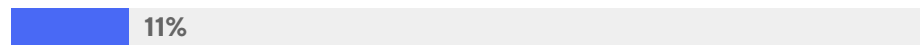
I was not near the restaurant



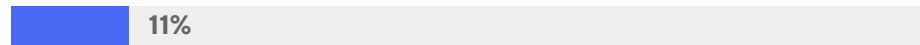
I didn't want to see or talk to anybody



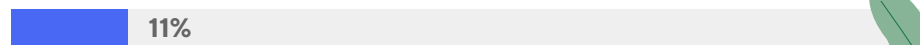
Menu items were cheaper



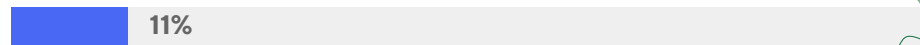
I am able to use a payment method that I cannot use with pickup



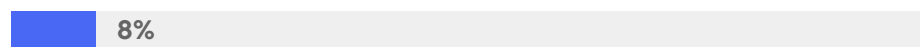
Fees were lower



There were menu items that were only available for delivery



The restaurant is somewhere I do not like to visit



### DID YOU KNOW

Consumers are finding – and trying – new local restaurants in their neighborhood online.

**In 2021, on average, U.S. consumers ordered from 8 different merchants on DoorDash.**



# The bottom line

Delivery makes it easier for consumers to branch out.

# 60%

**of 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 consumers’ 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



“

“DashPass has helped us get new and loyal customers – most order 5 out of 7 days a week. DashPass brings me a lot of loyal customers that order regularly.”

– Michael Lee, Owner,  
Bon Bon Berry

[Read the success story](#) →





## CHAPTER 4

# Restaurant pickup trends

Inside takeout preferences

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

# Phone calls trend down while ordering direct or third-party trend up

**48%**

of consumers prefer to order pickup through a restaurant website/app

↗ Trending up from 38% last year

**29%**

of consumers prefer to order pickup by calling the restaurant

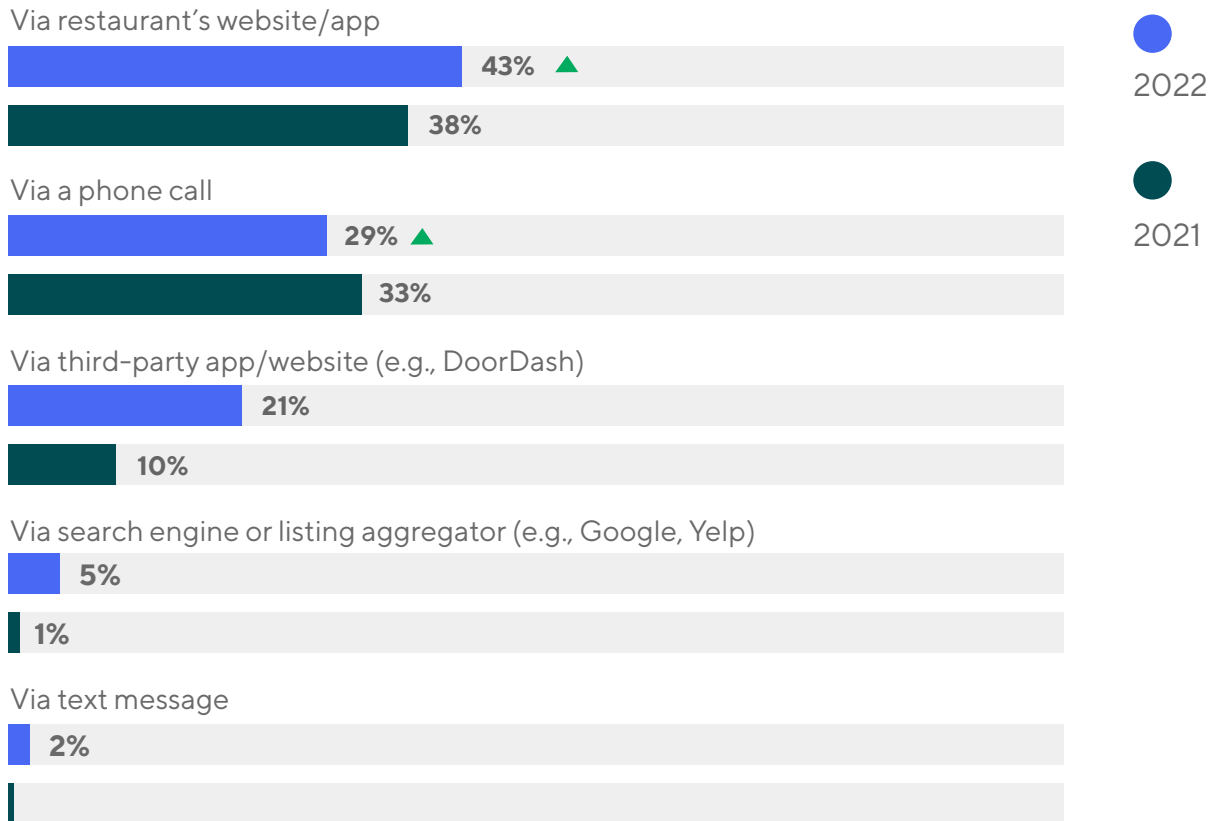
↘ Trending down from 33% last year

**21%**

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

↗ Trending up from 10% last year

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



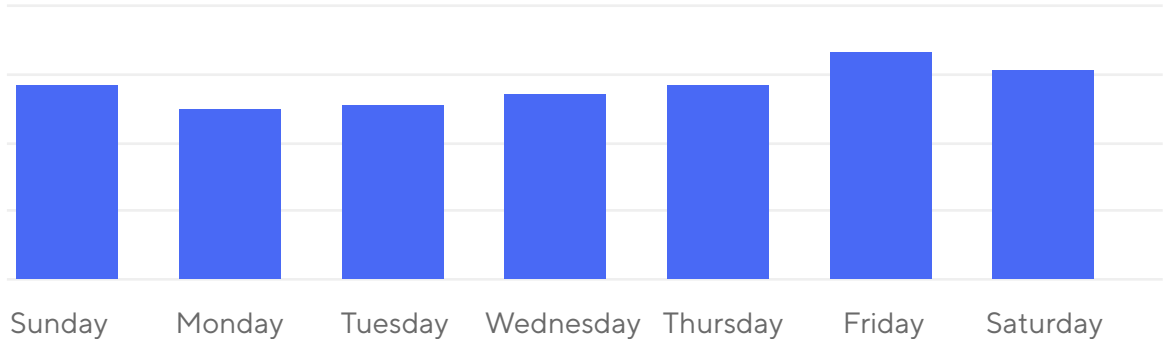
▲▼ Statistically significant differences at 95% confidence level

In 2021, 16% of consumers said they prefer ordering in person and waiting until it is ready, and 2% said Other. These options were not available in the 2022 survey.

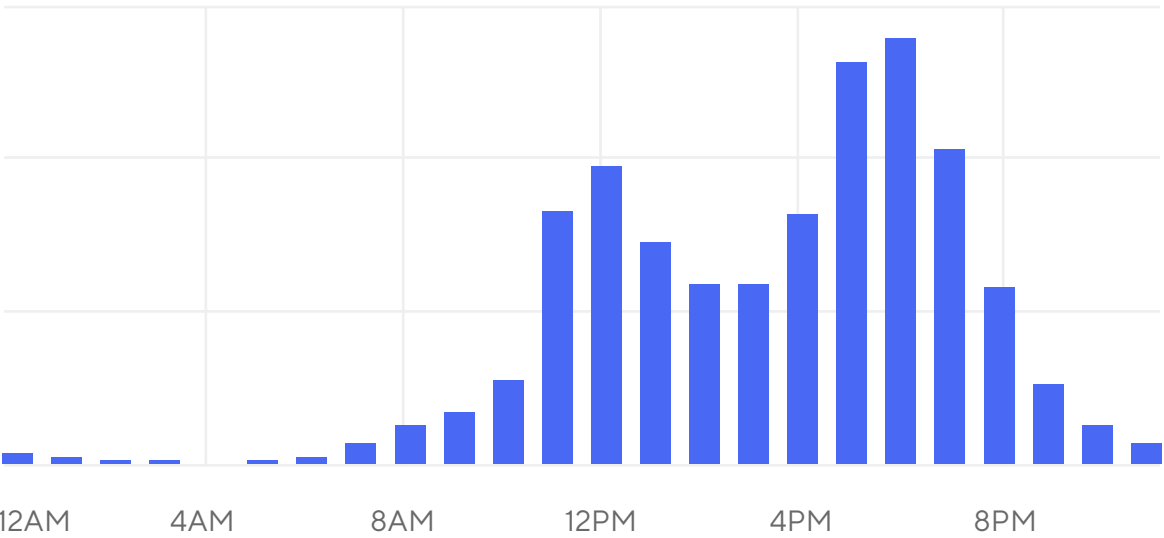
# When do people order pickup?

The most popular day for ordering pickup on DoorDash and Storefront 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 by Day of Week, Q122



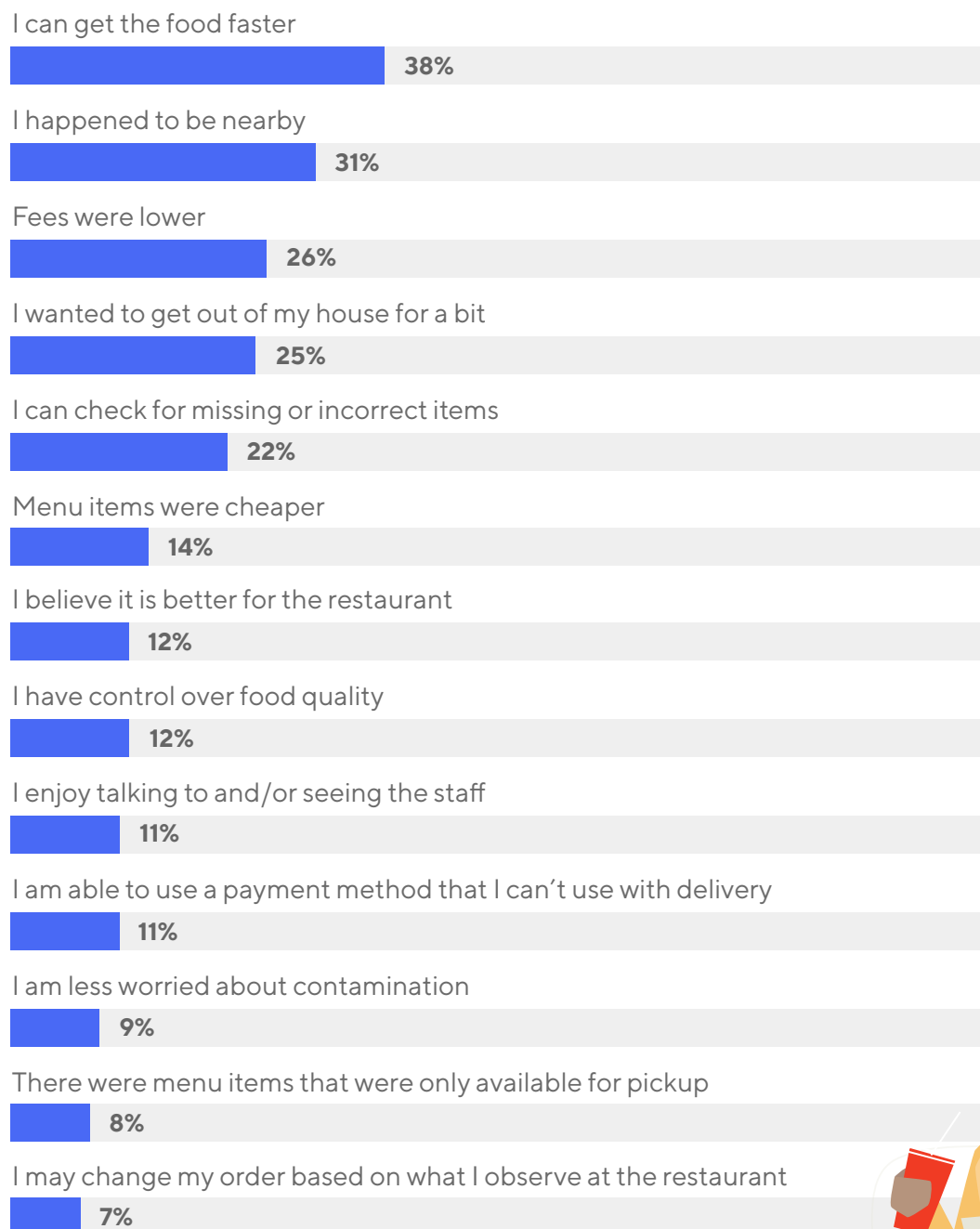
## Pickup Orders by Time of Day, Q122



# Why consumers choose pickup over delivery

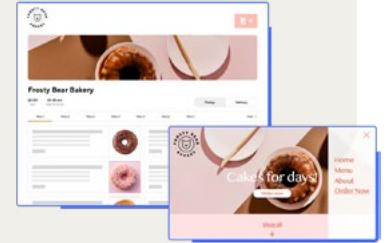
Most consumers choose pickup when they feel it will be faster than delivery, when they're closer to the restaurant in question, or when they simply want to get out of the house for a bit.

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



## DID YOU KNOW

On [Storefront](#), DoorDash's commission-free online ordering platform that allows customers to order pickup and delivery from a restaurant's website, **75% of orders were pickup orders in 2021.**



# Why customers choose direct ordering

**43% of consumers** prefer to order pickup and **38% of consumers** prefer to order delivery direct from a restaurant's website. Here's what customers choose as their reasons for direct ordering as their preferred method.

## 24%

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

## 23%

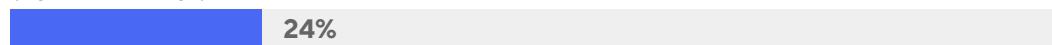
of consumers choose to order direct from the restaurant instead of ordering via a third-party because **delivery fees are lower**

## 22%

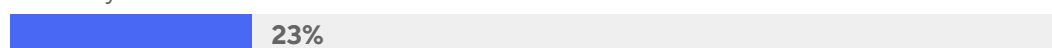
of consumers choose to order direct from the restaurant instead of ordering via a third-party due to **ease of use**

### In the past month when you chose to order food delivery or pickup directly from the restaurant, why did you do that instead of ordering through a third-party website or app?

It was more convenient  
(e.g., I was on the go)



Delivery fees are lower



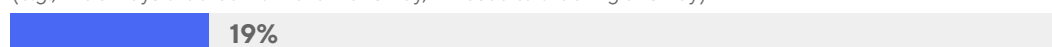
Ease of use

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



Familiarity

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





Customizing my order is easier

(e.g., easier to tell restaurant what I want, trust that my instructions will be followed)

19%

The food arrives faster

19%

Food is cheaper (e.g., menu prices are lower, there are discounts when texting)

18%

Customer Service (e.g., if something goes wrong the restaurant is faster to respond and take action)

17%

I believe ordering directly from the restaurant supports the restaurant better

(e.g., they pay fewer fees)

15%

The food arrives in better condition (hot, better packaging)

15%

I wanted to use or earn loyalty points

14%

The payment method I wanted to use would not have been available

9%

I was worried about the restaurant not confirming my order quickly

8%

I didn't want the third-party website or app to have my information

6%



# The bottom line

Pickup is a useful way to complement dine-in and delivery sales. Consumers 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, reaching hungry customers in your neighborhood.

## SUCCESS STORY



For over three decades, Señor G's Fresh & Healthy Mexican Food has served Los Angeles, California with fresh, homemade Mexican food. The family-run restaurant started with a small menu of 20 items, but now offers over 100 items like juices, agua frescas, breakfast, and other Mexican dishes. The menu also includes vegan and vegetarian options.

Señor G's has been a DoorDash partner since 2017 and enjoyed the growth that comes with partnering with a third-party service. In 2020, they also added Storefront, a commission-free ordering platform that uses DoorDash's software to power online ordering on merchants' websites. The team positioned their online ordering website for growth by adding the link to their Yelp and Google listings and running targeted promotions, like spend \$35 get \$5, on their website.

[Read the success story](#) →

“

I'm more interested in doing online [sales] and deliveries than face-to-face transactions. With online ordering, the average ticket size is higher and it's less time. I did 2,000 DoorDash orders last month; imagine if we had to input all that by hand.”

— Ben Arreola, Owner, Señor G's Fresh & Healthy Mexican Food





CHAPTER 5

# Conclusion

Delivering more

As the dining landscape continues to evolve, it's clear that consumers 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 favorite cuisine.

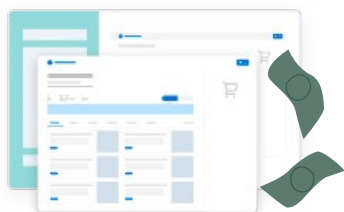
DoorDash offers solutions to help restaurants grow; we want to deliver you more revenue, more customers, and more success. We're in the business of growing your business – and our variety of products and solutions help you turn pickup and delivery orders into a significant source of revenue.

## 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 payment 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. Our respondents spanned a variety of ages, careers, and income levels.

Participants were not compensated or incentivized by DoorDash.

### Key stats

**1,504**  
Respondents

**49%** Male    **49%** Female    **1%** Non-binary

**40**  
Average age

**\$50,000 - \$74,999**  
Average household income



## About DoorDash

DoorDash is a global 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](https://get.doordash.com).

