

FOOD @ HOME

a  SNAP! Keynote

uncover consumer delivery, pick-up, & drive-thru behaviors

identify consumer needs around the off-premise order process

explore consumer off-premise flavor preferences

understand operator challenges with off-premise

discover top-rated chains for off-premise

examine of the role of third-party delivery platforms



Off-premise had seen massive growth, even before 2020. Now, amidst a pandemic, on-premise dining restrictions due to COVID-19 have only accelerated the growth of these strategies. Consumer usage of delivery, takeout/curbside, and drive-thrus has exploded and is the lifeblood for many operators right now (even those who are new to off-premise). Understand the motivations and challenges to growing off-premise business as well as the role that third-party delivery platforms are playing in the food at home space. **Pick up your report today and start delivering results.**

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Topics covered

uncover consumer delivery, pick-up, & drive-thru behavior

- learn the frequency of use and top occasions for each off-premise type
- see what motivates off-premise usage and how frequency has been changing due to COVID
- measure consumer use of meal delivery kits and their perceived benefits and drawbacks

identify consumer needs around the off-premise order process

- discover preferences for order methods (phone vs. website vs. mobile app)
- study what consumers want and expect from their off-premise orders
- determine what makes for a good off-premise experience
- uncover what motivates menu and venue selection

understand operator challenges with off-premise

- identify operator barriers to growing off-premise sales
- understand the role that off-premise is playing for operators during COVID
- learn what motivates off-premise business and how COVID may have changed everything
- discover what operators want from suppliers to facilitate off-premise sales

examine of the role of third-party delivery platforms

- measure the share of operators who work with third-party platforms and why
- find out what operators see as the benefits and drawbacks of third-party delivery

From the report

● OPERATORS

71% are actively trying to grow their off-premise sales

31% say their off-premise business is not sustainable as-is

62% of revenues are coming from off-premise among those who offer

● CONSUMERS

78% have gotten food for off-premise in the last week

55% have increased their use of pick-up (takeout or curbside) in the last year

52% are ordering delivery from more places today than one year ago

1,001 consumers demographically balanced to the general population

300 restaurant/retail operators who offer off-premise



report



x-tab tool



webinar

DOWNLOAD TODAY. Please contact Mark Brandau at mark.brandau@datassential.com.