

Bright Spots in Canadian Foodservice: Delivery



3 Tips To Grow With Delivery

Delivery is a positive force in an otherwise slow-to-no-growth Canadian foodservice market. Orders for delivery accounted for 47% of total digital traffic last year — one of the few areas where we've seen double-digit growth. The promise of convenience is the most important motivating factor when it comes to foodservice visits, and digital orders for delivery make good on that promise. It's also worth noting that delivery has the highest cheque across all access modes — about 70% higher than average. Consumers tend to order more when they have their food delivered.

Here are three tips to help you get in on this exciting growth:

1

OFFER DEALS

Offering deals for delivery can entice consumers to order.

Traffic from delivery orders has a higher deal rate — it's 50% higher than the industry's average.

2

TAILOR YOUR MENU

Delivery caters mostly to the supper daypart (68% share).

Tailor your menu and focus on the quality of your food.

3

TARGET THE RIGHT MARKET

Millennials in Canada over-index for delivery orders (36% share).

Third-party delivery services like Uber Eats appeal to Millennials.

With overall flat (1%) growth in Canada's restaurant industry last year, to get ahead, you'll need to find new ways to grow. One approach is to take advantage of bright spots like delivery and determine how to make them translate to growth for you. At The NPD Group, we're here to help.

Source: The NPD Group / CREST®, 2017

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