

# The Delivery Market Down Under

To make smarter business decisions, you need to know not only the foods Australians are eating and why, but also how and where they eat those foods. One trend worth watching is the rise of delivery in Australia. **Here's a look at our latest insights . . .**

## Foodservice delivery growth

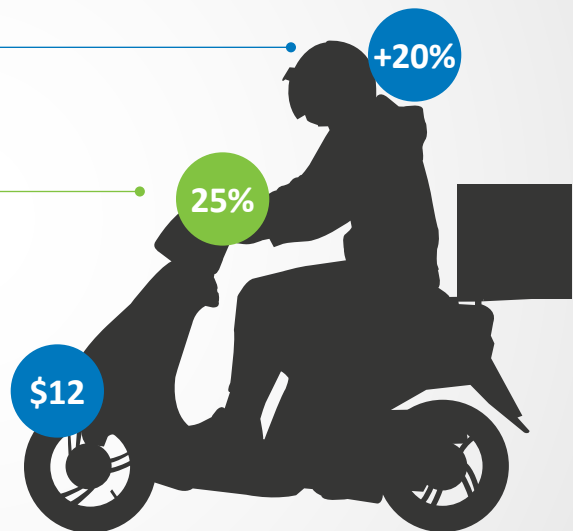
Growing at a faster rate than any other service mode, delivery sales are up by more than +20% since last year!

## Share of growth

Representing just 4% of total foodservice sales, delivery accounted for a quarter of incremental industry gains in the first six months of this year.

## High price point

Delivery consumers have the 2nd highest spend per head of any ordering method, with cheque only marginally lower for in-restaurant ordering.



### Millennials

Whilst they are pulling out of the broader foodservice market, Millennials account for half of all delivery occasions and two-thirds of gains.



### Aggregators

Up +6 points since last year and still growing, aggregators now capture 39% of all delivery orders.



### Deals

50% of all delivery occasions include some form of deal, in contrast, less than a third of non-delivery occasions include a deal.



Understanding foodservice trends is critical to your success. At The NPD Group, we provide continuous and rigorous tracking of more than 60,000 consumer visits to commercial foodservice establishments in Australia. Get a winning advantage.

*Source: The NPD Group/CREST®, YTD June 2017, Total Foodservice*

Get more insights like this. Contact your NPD account representative, call +61 2 8257 6426, or email [thomas.kelly@npd.com](mailto:thomas.kelly@npd.com).

