

Dining Out, But In

Food delivery aggregator platforms are very popular among the highest-spending, highest-frequency restaurant customers

Consumers turned to multiplatform aggregators such as DoorDash and Uber Eats during the COVID-19 pandemic, but even as restaurants have reopened, the convenience and time-savings offered by these platforms remain attractive, according to a new research report released by Paytronix Systems Inc. and PYMNTS. The report is based on a survey of 2,000-plus U.S. restaurant customers — defined as those who purchase food from restaurants at least once a month — that asked about their spending and ordering preferences. The findings include:



ONE-QUARTER

of all restaurant patrons fall into the high-spending, high-frequency category, defined as those who purchase food from restaurants at least once a week and spend more than \$40 per purchase on average.

HIGH-SPENDING, HIGH-FREQUENCY CUSTOMERS REPRESENT THE RESTAURANT SECTOR'S MOST IMPORTANT CUSTOMER SEGMENT.



HIGH-SPENDING, HIGH-FREQUENCY CUSTOMERS ARE MUCH MORE LIKELY THAN OTHERS TO USE FOOD DELIVERY AGGREGATOR PLATFORMS.

These customers accounted for 36% of those who ordered delivery from a quick-service restaurant via an aggregator in the past three months, and 44% of those who ordered delivery from a table-service restaurant via an aggregator.

58%

of high-spending, high-frequency customers used DoorDash in the past 15 months — the most-used platform among all respondents. Runners-up were Uber Eats and Grubhub.



Larger shares of high-spending, high-frequency **CUSTOMERS CARE ABOUT ACCESSING DEALS, DISCOUNTS AND LOYALTY PROGRAMS WHEN ORDERING DELIVERY** vs. those in other groups, whether placing their order via an aggregator or directly from a restaurant.



"The Digital Divide, Aggregators and High-Value Restaurant Customers," a Paytronix and PYMNTS collaboration, examines the spending habits of U.S. restaurant customers, focusing specifically on the critical high-spending, high-frequency customer segment.