

Consumers Preferences on Third-Party Delivery Services

Based on a survey of 1,525 North American consumers, it's clear that reliability and speed are top priorities for food delivery.

Read on to find out more about the importance of environmental impacts, pre-ordering options, subscription services, and more.



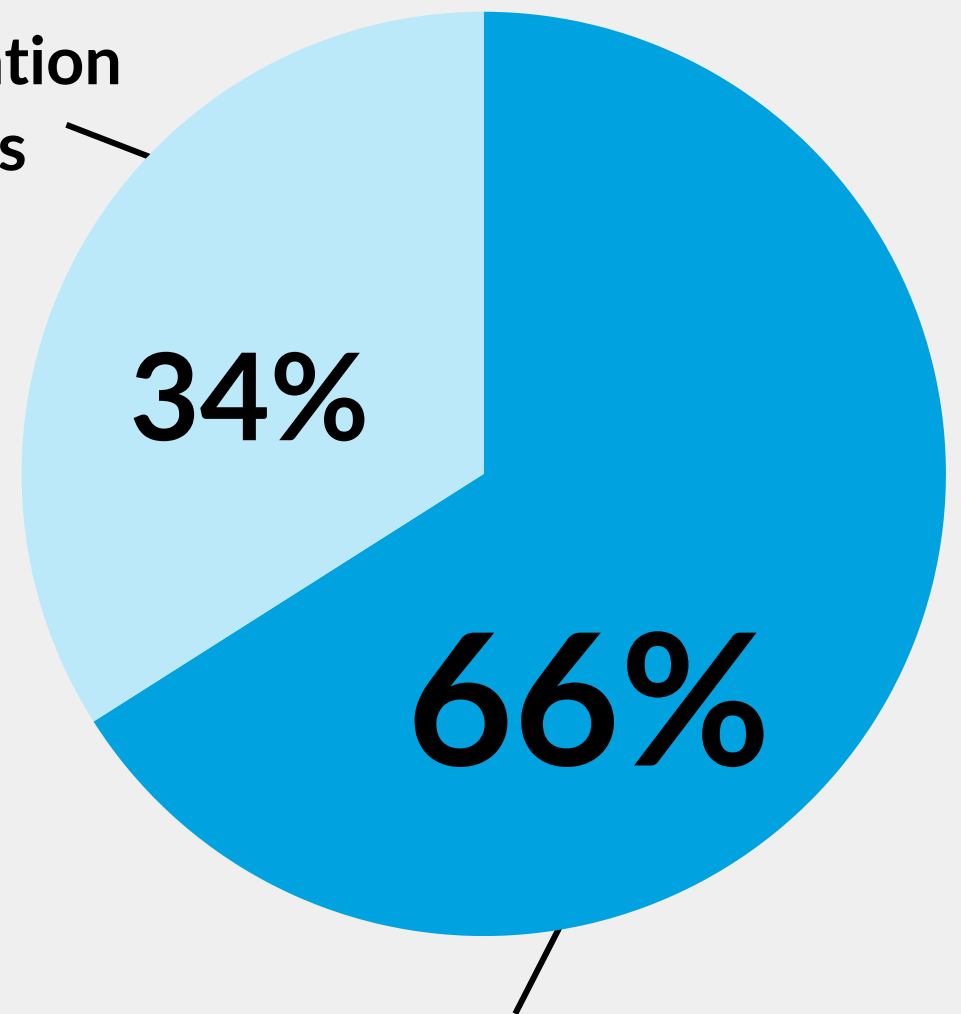
Confidence and Customization

What is more important to you when ordering prepared food (not groceries) for delivery?

Key Finding

66% of consumers prioritize confidence in order accuracy over customization options (34%) when ordering from third-party delivery platforms.

Customization
Options



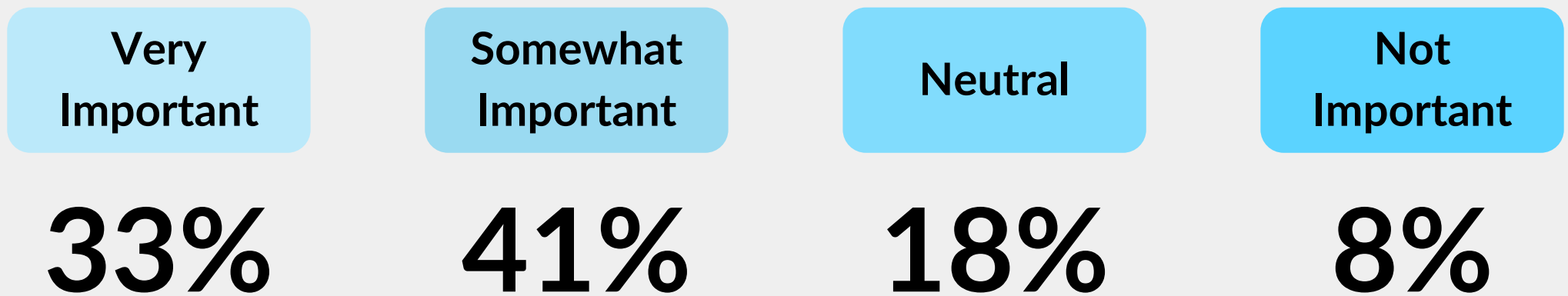
Confidence in
Order Accuracy

Customization Options: Having greater ability to customize my order, even if it means it could open up more room for mistakes when preparing the order.

Confidence in Order Accuracy: Having confidence that your order will be accurate, even if there are fewer customization options.

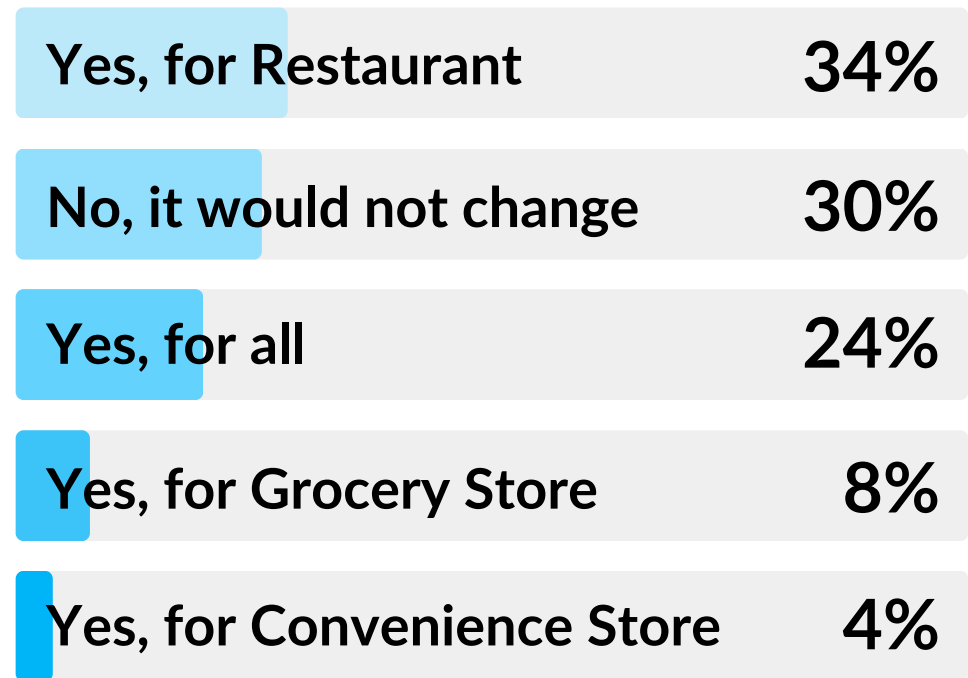
High Demand for Speed

How important is the availability of faster delivery options (e.g., under 30 minutes) for you?



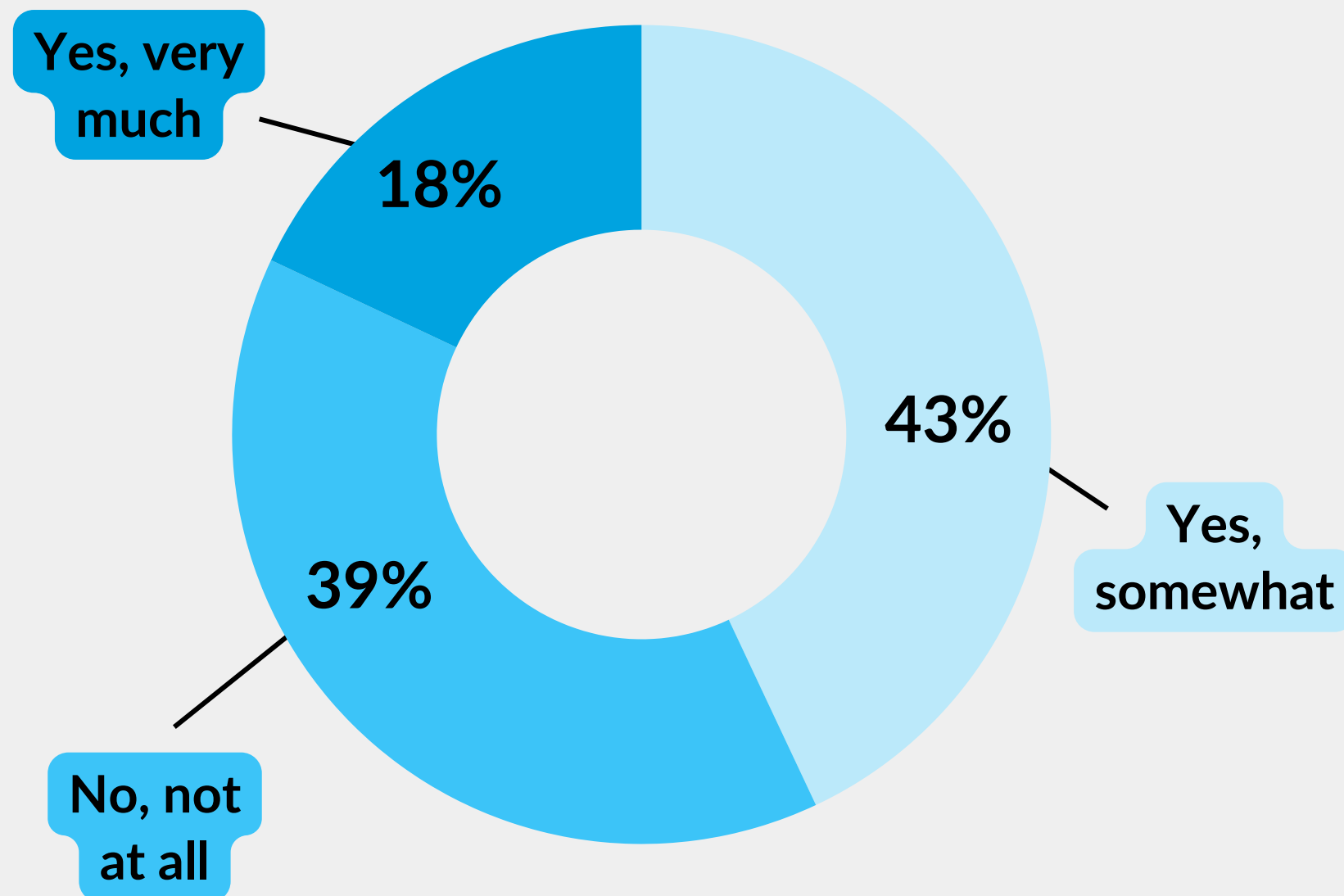
Delivery Speed by Store Type

Would your view on the importance of faster delivery options (e.g., under 30 minutes) change depending on the type of store?



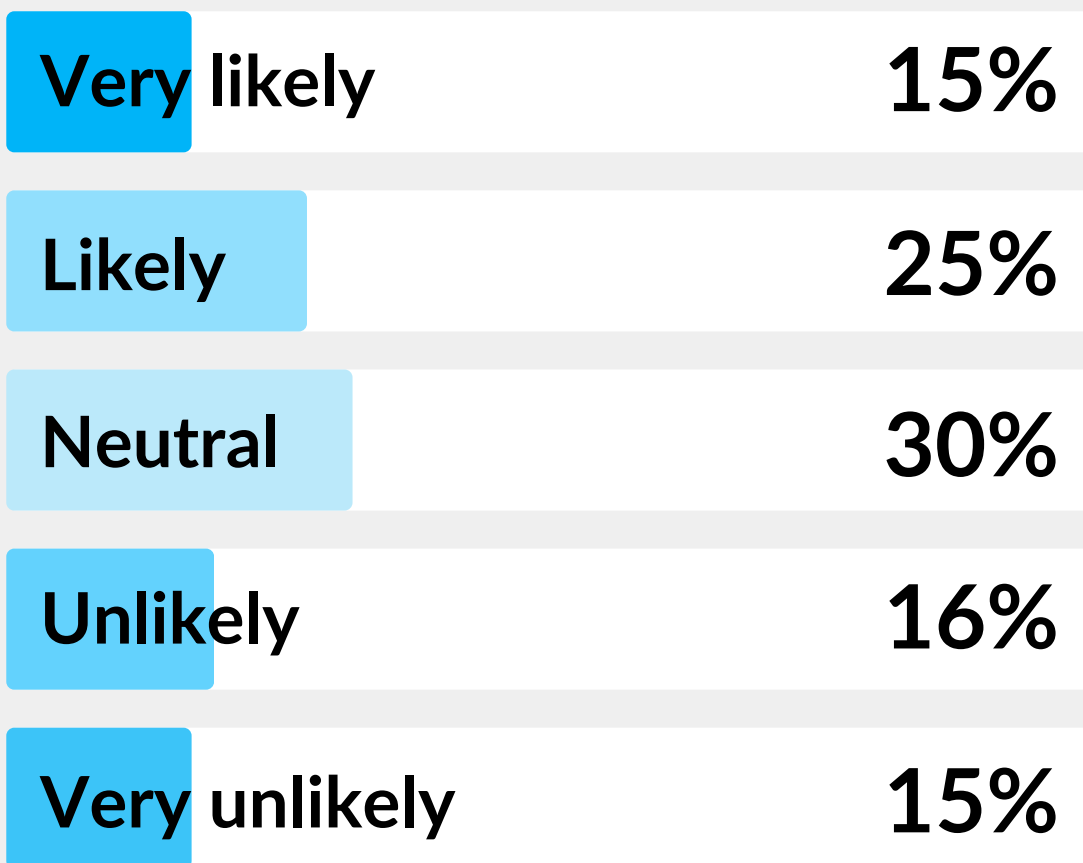
Environmental Concerns

Do you pay attention to the environmental impact (e.g., carbon footprint, packaging waste) of your food deliveries?



Third-Party Food and Grocery Delivery Integration

How likely are you to use a third-party food delivery app that offers grocery delivery service for added convenience?



Key Finding

30% of consumers remain neutral on future use, while 25% are likely to continue using third-party food delivery, suggesting cautious but ongoing interest.

Views on Subscription Services

What do you think of the introduction of pre-ordering features (e.g., scheduling deliveries days in advance)?

Very Useful

31%

Somewhat Useful

28%

Neutral

32%

Not Useful

9%

Why People Use Pre-Ordering



Convenience for groceries and medications with flexible scheduling.



Essential for planning ahead for parties and events.



Pre-ordering saves time, letting me focus on family.



Useful for hosting or busy days when I can't cook.

Why People Would **Not** Use Pre-Ordering



We don't decide what to eat until a few hours before.



I can't think of a reason I would ever need to pre-order.



I prefer picking my own groceries to check for freshness.



I never know what I want until the day of.

Why is this *important*?

These insights highlight key consumer preferences that can guide delivery services. First, accuracy over customization shows that reliability is more important to customers than flexibility, suggesting that services should prioritize getting orders right over offering many options.

Speed of delivery is crucial, with 74% of respondents wanting their food within 30 minutes. Companies that reduce delivery times will have a clear advantage in customer satisfaction.

Though environmental impact isn't a top concern for everyone, 43% of respondents do pay attention. There's an opportunity for services that embrace sustainability to attract these consumers.

Finally, the strong appeal of pre-ordering, with 58% finding it useful, suggests it's a valuable feature that can enhance convenience for many users. Delivery services that focus on these priorities—accuracy, speed, sustainability, and pre-ordering—will stand out in a competitive market.



THIRD-PARTY DELIVERY

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At Intouch Insight, we specialize in helping multi-location brands achieve operational excellence, exceed customer expectations, and build long-term customer loyalty, and we are proud to deliver growth solutions to over 300 of the world's most beloved brands.

Our solutions are designed to streamline operations, maintain brand standards, and provide actionable insights to help our clients enhance their CX. With over 40 years of CX expertise, we excel in providing our clients with top-notch CX, customer surveys, mobile forms, mystery shopping, as well as operational and compliance audit solutions.

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