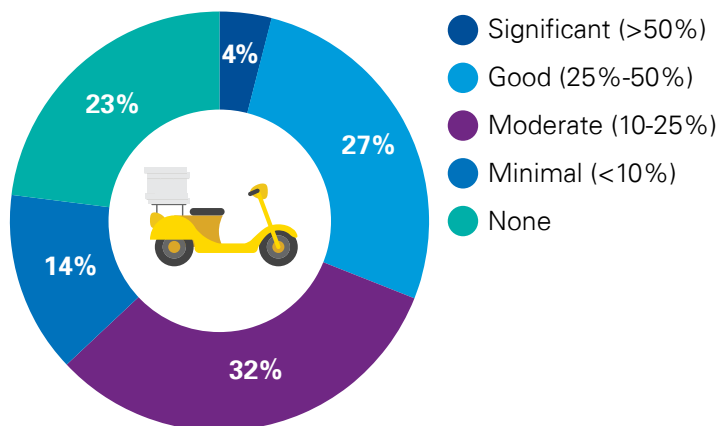


As a result of the growing popularity of delivery, as much as 32% of operators (versus 21% last year) attribute more than a quarter of their revenue to this channel. Furthermore, a number of operators have seen double-digit growth in their delivery business, year on year. This suggests that delivery is an increasingly vital component of the F&B business, as food-tech players and delivery platforms work to increase their presence and enhance customer experience.



What share of your business comes from delivery?



Experience the convergence

Technology has created a culture of convenience for today's customer—nearly everything is a few taps away. Racing for both a share of consumers' wallets and space on their mobile phones, technology players strive to improve the customer experience and battle it out to become their first choice among food apps. As a result, we are seeing a convergence of propositions that was unimaginable a few years ago.

Today, one can search and order food, ask for delivery, book seats at a restaurant and benefit from deals and promotions—all from the same app. Simultaneously, deal-based apps are offering food delivery services and pure delivery apps are enhancing the customer review process, as well as search and discovery functionality.

We believe that this trend is not only good for customers but will also position technology companies as increasingly strategic stakeholders in the F&B sector.

