US food delivery

Featuring DoorDash, Uber Eats, and more

February 8, 2021

US Food Delivery Spotlights

A collection from new and recently updated studies from UBS Evidence Lab.

Search Interest

Which food delivery services lead and lag in US search interest?

DoorDash (DASH) beats other food delivery apps in terms of searches.

- Search interest in DoorDash more than doubled between March and April 2020, then dipped before jumping again in December.

- Search interest in other delivery apps also increased in April but remained well below DoorDash throughout 2020. **Uber Eats** (UBER.N) was No. 2 for most of the year.

US Food Delivery Service Search Interest – Google Trends Index
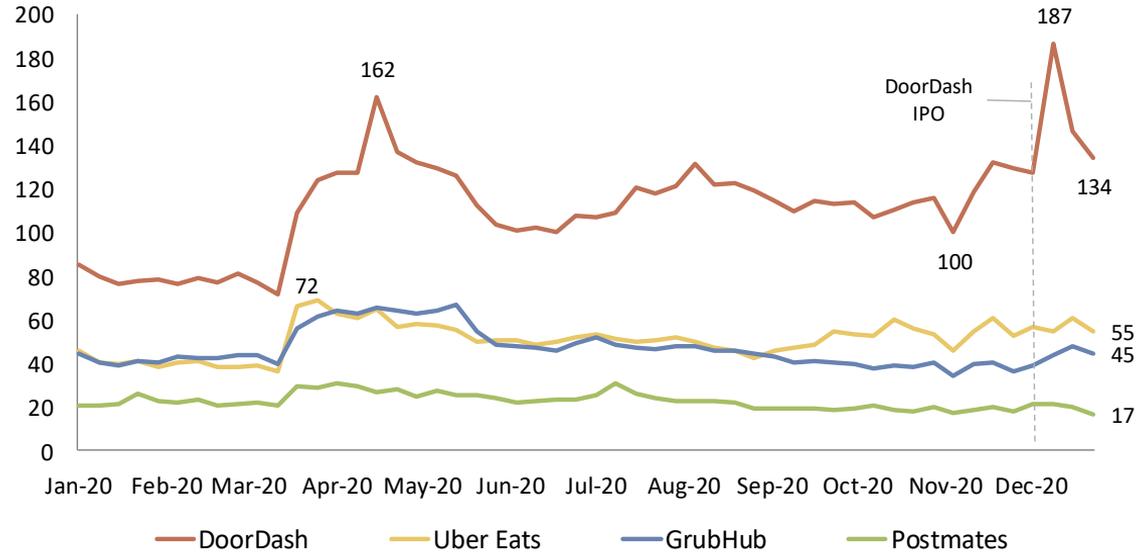
Source: UBS Evidence Lab, Google; data as of December 26, 2020
Note: Data shown is not a measure of the total search volume but is instead a measure of search volume normalized by the total searches in the US.

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App Rankings

How do food delivery apps rank in terms of downloads in the US?

DoorDash ranks higher than other apps in terms of iPhone downloads.

- DoorDash consistently ranked 32nd or higher (out of all app types) in 2020 and into early 2021, making it the highest-ranked food delivery app.

- Uber Eats and **GrubHub** (GRUB.N) had similar rankings in May 2020, but Uber Eats ultimately climbed to No. 2 (57th out of all app types), while GrubHub fell to No. 3 (105th) in January 2021.

- No. 4 Postmates fell to 255th in early 2021.

US iPhone App Download Ranking – All Categories
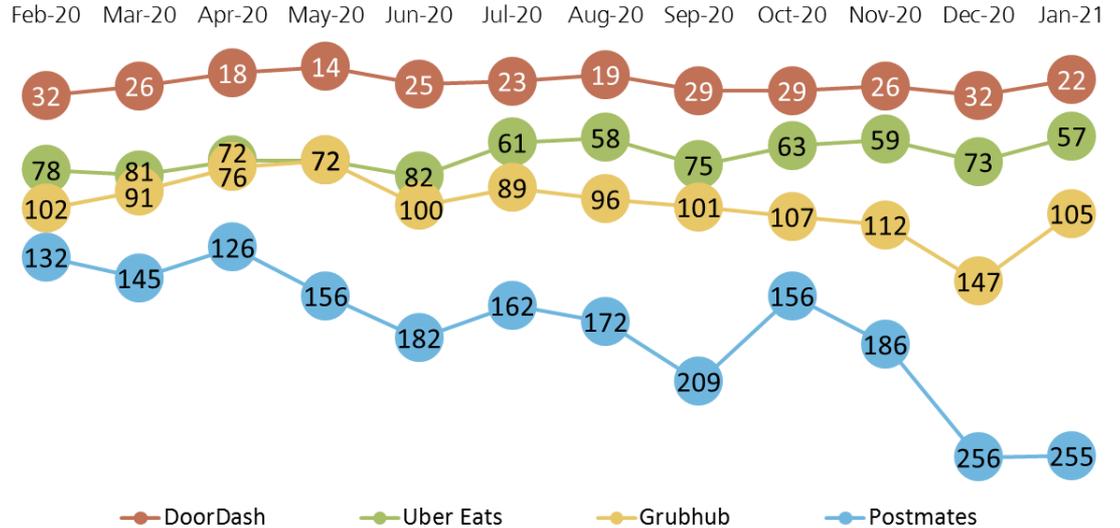
Source: UBS Evidence Lab, Sensor Tower
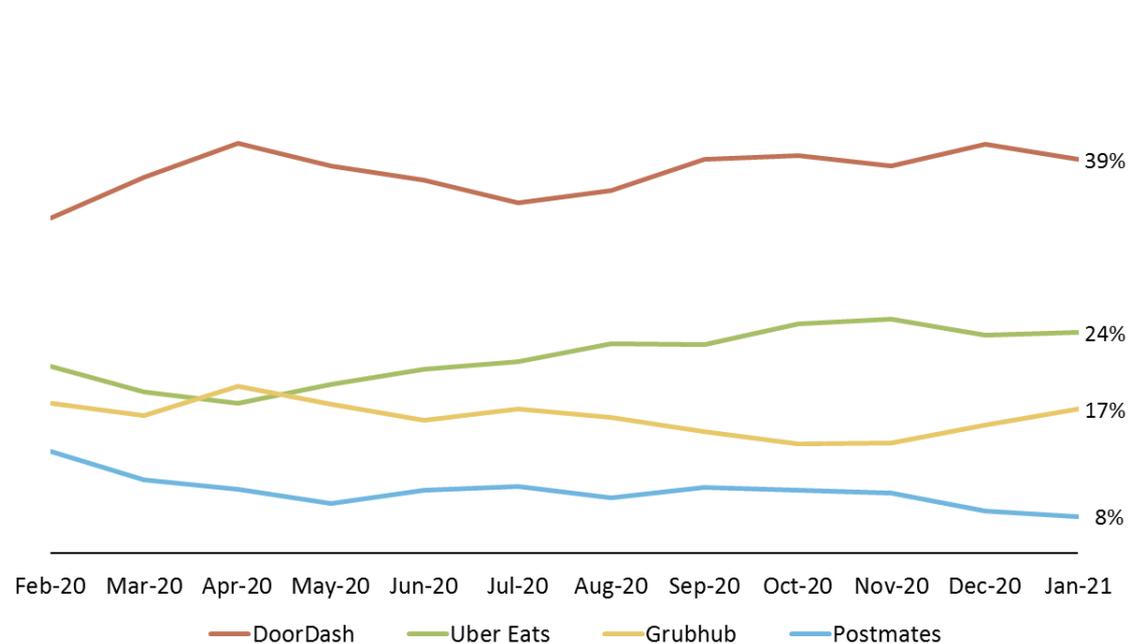Data as of January 9, 2021

App Downloads

Which food delivery apps have the highest download share in the US?

DoorDash has a greater share of downloads than other food delivery apps.

- DoorDash accounted for 39% of downloads in early 2021.

- Uber Eats had 24% of downloads in early 2021, increasing steadily after a dip in April 2020.

- GrubHub fell slightly after peaking in April 2020, before rising to 17% in January 2021.

US iPhone Share of Food Delivery App Downloads

Source: UBS Evidence Lab, Sensor Tower
Data as of January 9, 2021

Restaurant Listings

How have listings changed on food delivery platforms in the US?

DoorDash lags other delivery apps in restaurant listings, following closely behind Uber Eats. GrubHub holds a significant lead.

- Despite a dip in March 2020, the number of listings on GrubHub increased to over 430,000 restaurants as of the end of December.

- Uber Eats had roughly 340,000 listings, while DoorDash had 330,000.

US Restaurant Listings (Total Listings in Select US Cities)

Legend: DoorDash — Uber Eats — GrubHub
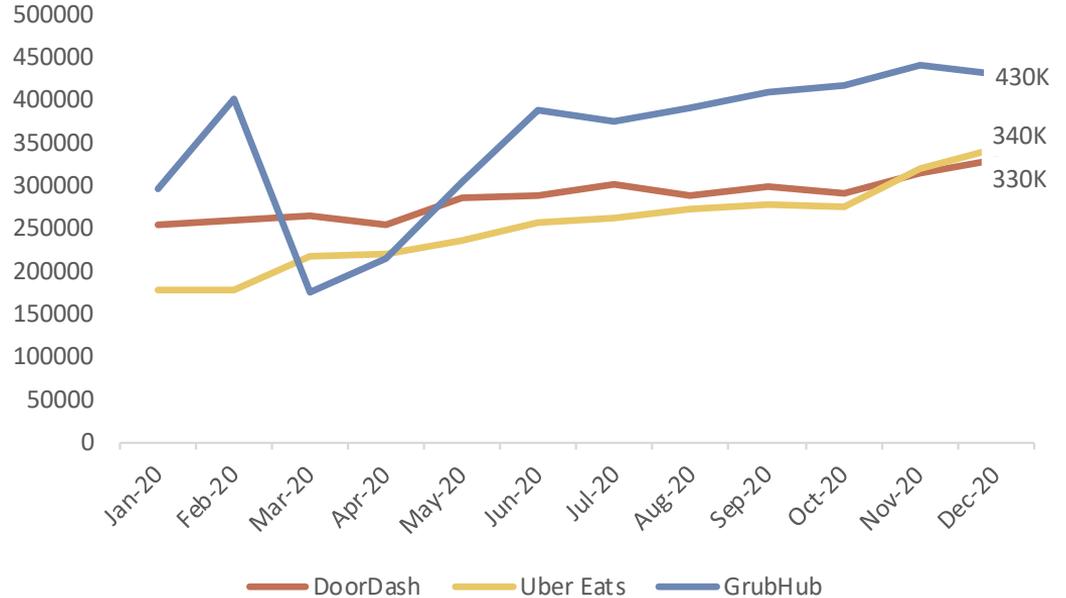
Source: UBS Evidence Lab
Data as of December 31, 2020

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Restaurant Revenue

How has US dining revenue trended during COVID-19?

Takeout and delivery revenue remains high relative to dine-in and overall restaurant revenue.

- The average daily revenue of takeout/delivery was up year-over-year throughout 2020 and rose 72% y/y in January 2021.

- Dine-in saw a large drop in average daily revenue in March 2020, then gradually recovered before dipping again in late 2020. It was down 56% y/y in January 2021.

- Total revenue mirrored dine-in revenue, falling in March 2020, then increasing, and then dipping again in late 2020. It was down 35% y/y in January 2021.

US Restaurant Revenue Trend by Dining Option

Average Daily Revenue YoY
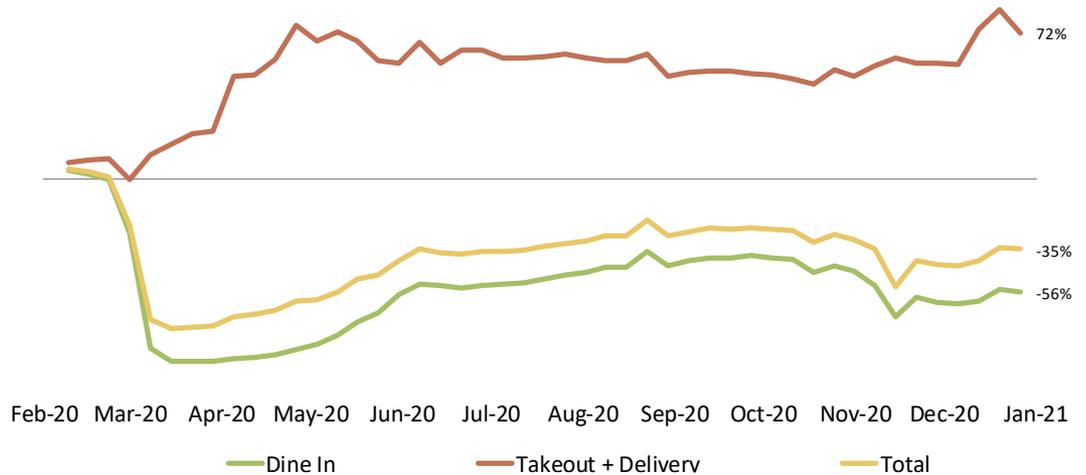
Source: UBS Evidence Lab
Data as of January 10, 2021

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