

WHO IS EATING YOUR LUNCH?

SYNDICATED STUDY ON **FOOD DELIVERY**

As they say, people don't eat because they're hungry, they eat because they're bored. The boredom caused by the lockdown meant that consumers started to use both restaurants and the 3rd party delivery apps extensively.

Despite restaurants having resumed dining in, home delivery of food has become a part of the post covid lifestyle. Consumer expectations are growing.

How does your food delivery service fare against consumer expectations? Who do consumers trust to put food on their plate?



Find out in our syndicated study on Food Delivery Apps in Saudi Arabia.

Key Questions Answered



1 On an average, women use 4 while men use 3 apps to order food

- Is your app one of them?
- What are the criteria consumers use to download an app?
- What makes consumers' stick to your app?
- How do consumers rate your app and services?

3 How much do household spend on eating from outside? How have their spending budgets changed over the past 6 months?

2 92% women and 90% men use 3rd party food delivery apps. At the same time, 63% women and 54% men use restaurants' own apps.

- Which are consumers' preferred 3rd party and restaurant apps?
- Which attributes make up for consumers' preferred home delivery service?
- Do your app and service meet consumer expectations?
- Would consumers recommend your app to their family & friends?
- Have they ever received recommendation or discouragement about your app?



4 Food Delivery Costs

- How do consumers prefer to pay for food delivery? Is it a monthly flat fee or a fixed rate per order? Or do they want to pay a percentage of the order value?
- How do consumers want to be rewarded for being loyal to your services?

5 Cloud Kitchens

- How aware are consumers of cloud kitchens? And how many of them have tried delivery-only restaurants?
- What are the best ways for cloud kitchen brands to reach consumers?
- What are consumer concerns about cloud kitchens?

The report contains consumer preference stats for 18 3rd party food delivery apps and 7 most used restaurant apps.

Interested? Reach out to your Account Manager or email us at insights@muhimmaapp.com

About Muhimma

Muhimma is Middle East's 1st technology platform that helps brands better understand consumer behaviors

Changing behaviors bring about changes in consumer needs and experience expectations. We help consumer market players stay on top of their game in 3 distinct ways:



1

Access To Real Consumers

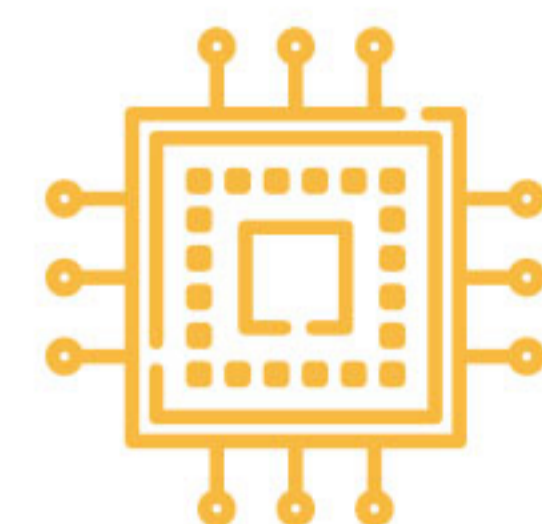
Our Crowdsourcing approach provides you access to thousands of real consumers



2

Direct Interaction with Consumers

Our Platform business model enables direct interaction with consumers to gain first-hand insights



3

Advanced Technology

Advanced technology tools facilitate rapid, real-time and secure data collection, analysis, and presentation



MUHIMMA
Insights from the street