

# MOBILE ORDERING IS HERE TO STAY

Pre-COVID-19, the dining industry anticipated online ordering would grow steadily — but it accelerated in 2020. While employees will return to on-site dining, the demand for mobile ordering solutions will remain.

**Is your workplace ready for the future of mobile ordering?**

## How Consumers Are Ordering Food Now

When asked how they ordered their most recent meal, people said:



(Source: Datassential CPP 2020 Wave 1: Technology)

## Mobile Ordering and Delivery Predictions Expand

The industry's growth predictions for mobile ordering and delivery increased in 2020 over pre-pandemic predictions.

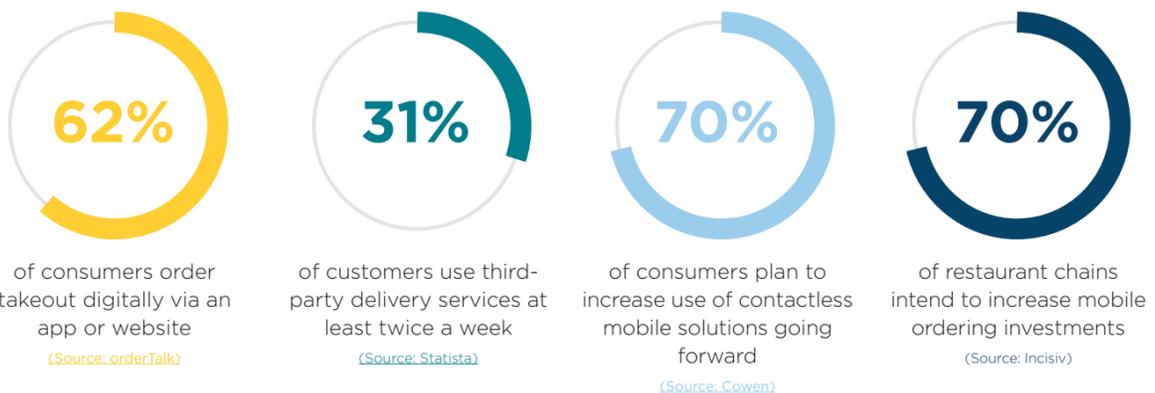
Online-driven sales will reach **\$302 billion** by 2025, 70% higher than pre-COVID estimates.

(Source: [www.incisiv.com](http://www.incisiv.com))



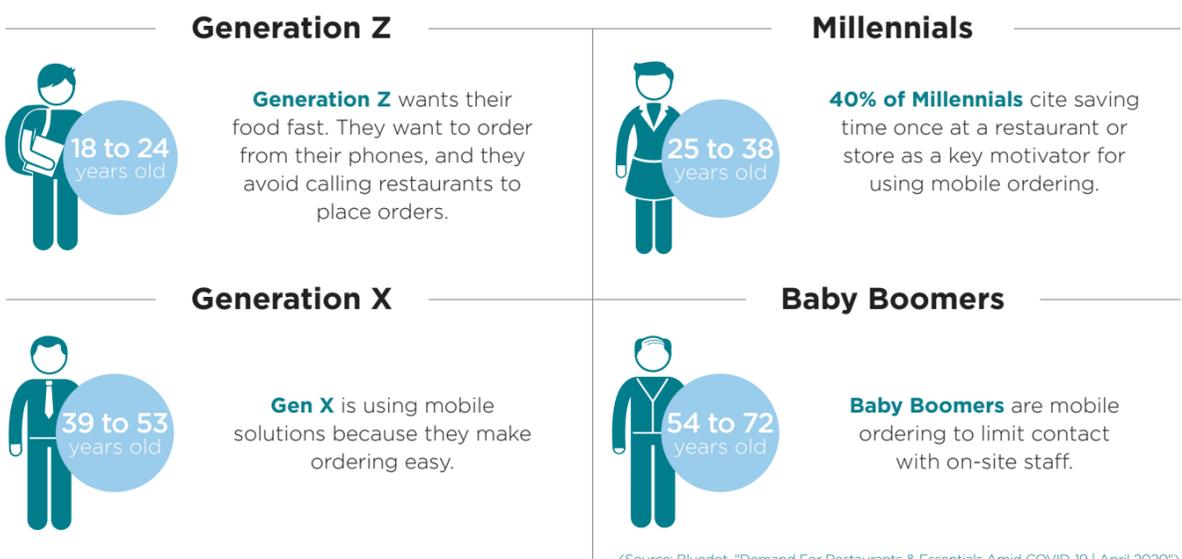
## Mobile Sales Growth

While 2020 has been a difficult year for many foodservice providers, it has sparked massive growth in digital sales — both as a survival strategy and to meet consumers' expectations.



## Multiple Generations Have Made the Shift to Mobile Ordering

Now that consumers have become used to the convenience and accessibility of mobile ordering, it's not going anywhere. While technology has always been the norm with the younger digital natives, each generation has its own motives for switching to mobile ordering during the pandemic.



**Give your employees a safe and convenient mobile ordering experience.**

Contact Aramark today to discuss the mobile ordering option that meets your workplace's need for safe, convenient and secure dining services.

**CONTACT US**

