CONSUMER FEE COMPARISON:
FOOD DELIVERY COMPANIES
OBJECTIVES
✓ Determine the pricing differences between the four major delivery sites (DoorDash, Grubhub, Postmates and Uber Eats) across 50 major US metros.
✓ Understand how pricing and fee structures vary across the major delivery platforms.
✓ Identify the least expensive and most expensive delivery platform overall and by metro.

METHOD
✓ Datassential fielded online delivery ordering from 250 operators at each delivery platform (DoorDash, Grubhub, Postmates and Uber Eats) across 50 major metros (5 operators per metro).
✓ Identical orders were placed at each of the delivery platforms.
✓ Each order was from the same operator and was to be delivered to the same delivery address.
✓ Each order was between $15 and $50 dollars before any taxes or fees. 67% of orders were between $25-$30.
✓ Food and beverage cost, tax, service fee, and delivery fee were recorded at each location and excluded any promotional discounts.
✓ This process was repeated at five different operators across each metro.
Grubhub has the lowest or second lowest order price for 90% of the orders completed.

Postmates had the highest order price for 69% of the orders completed.
Note: Price shown includes price of delivery, and service. Additional fees like small order fees, taxes, and donations are not included.
BASKET BREAKDOWN: AVERAGE PRICE

Note: Price shown includes price of food, delivery, and service. Additional fees like small order fees, taxes, and donations are not included.
BASKET BREAKDOWN:
Average fees as % of Food total

- Fees as % of Food Total

GRUBHUB: 12%
UBER EATS: 20%
DOORDASH: 21%
POSTMATES: 30%

Additional fees like small order fees, taxes, and donations are not included.