

A woman with long hair, wearing a white t-shirt and a bright yellow scarf, is holding a smartphone in her left hand. She is standing next to a person whose arm is visible, holding a brown paper food bag. The background consists of a wooden wall and a blue door. The overall scene suggests a food delivery or pickup scenario.

# 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

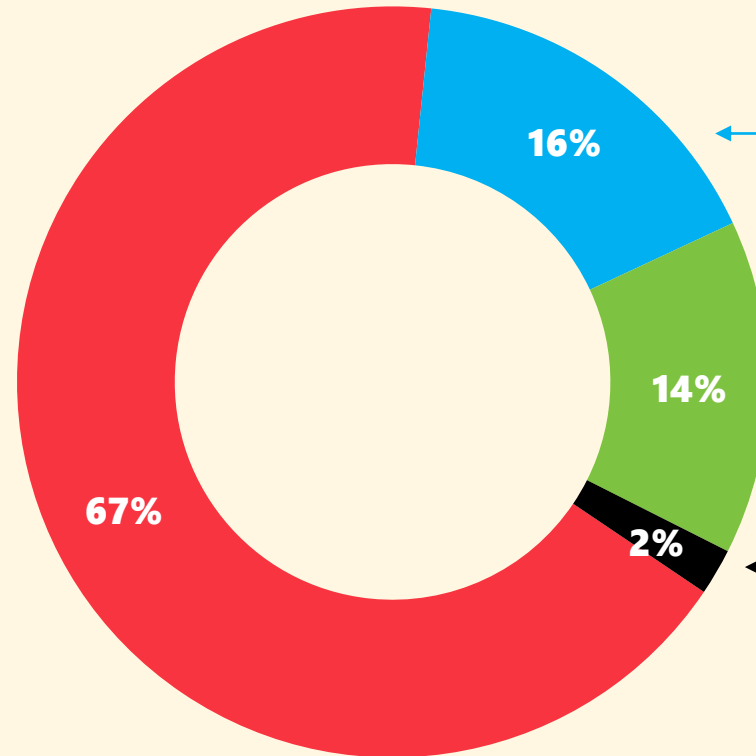
- ✓ Datassential fielded online delivery ordering from **250 operators** at each delivery platform (DoorDash, Grubhub, Postmates and Uber Eats) across **50 major metros (5 operators per metro)**.
  - ✓ Identical orders were placed at each of the delivery platforms.
  - ✓ Each order was from the same 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.

# ORDER PRICE ACROSS PLATFORMS

## Lowest priced order by platform

# GRUBHUB

Grubhub has the lowest or second lowest order price for 90% of the orders completed.



DOORDASH

UBER  
eats



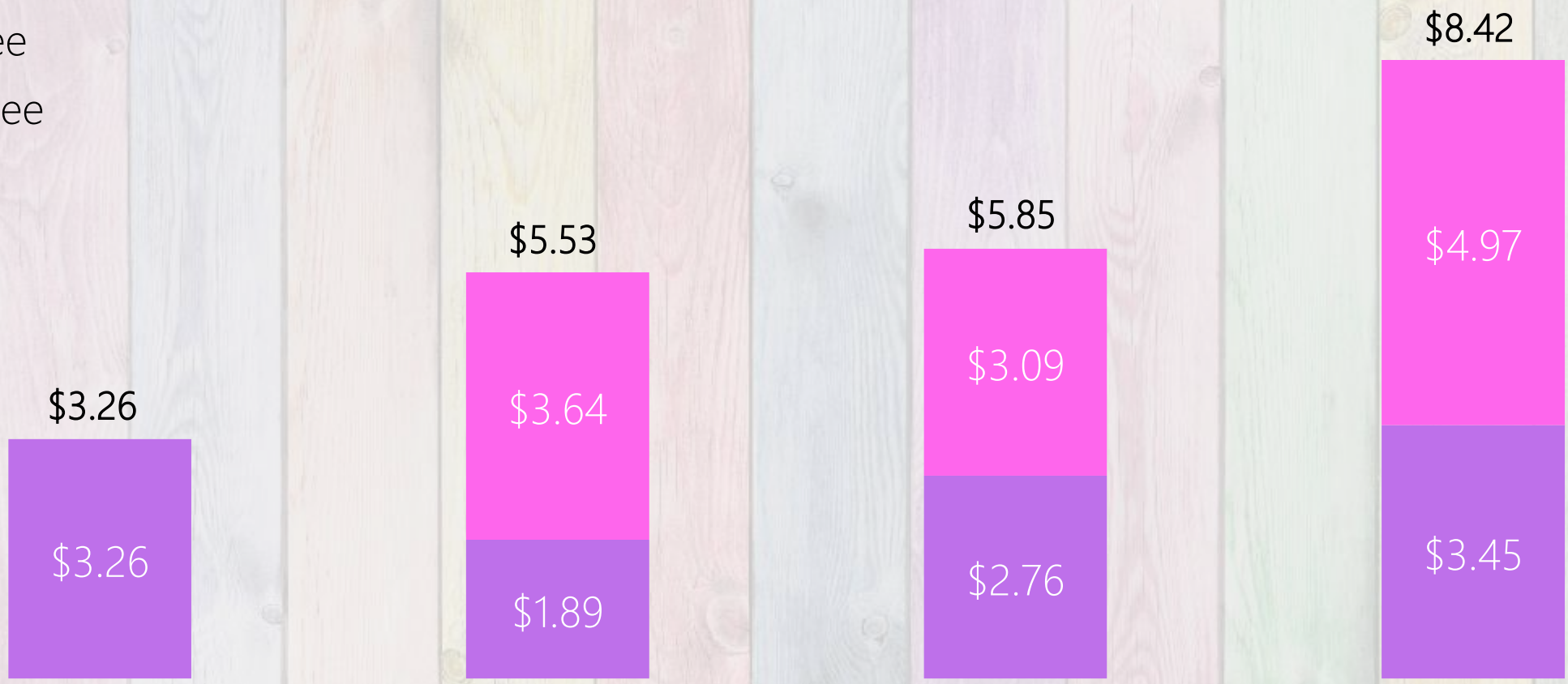
Postmates

Postmates had the highest order price for 69% of the orders completed.



# BASKET BREAKDOWN: AVERAGE FEES

- Service Fee
- Delivery Fee



**GRUBHUB**

UBER  
**eats**

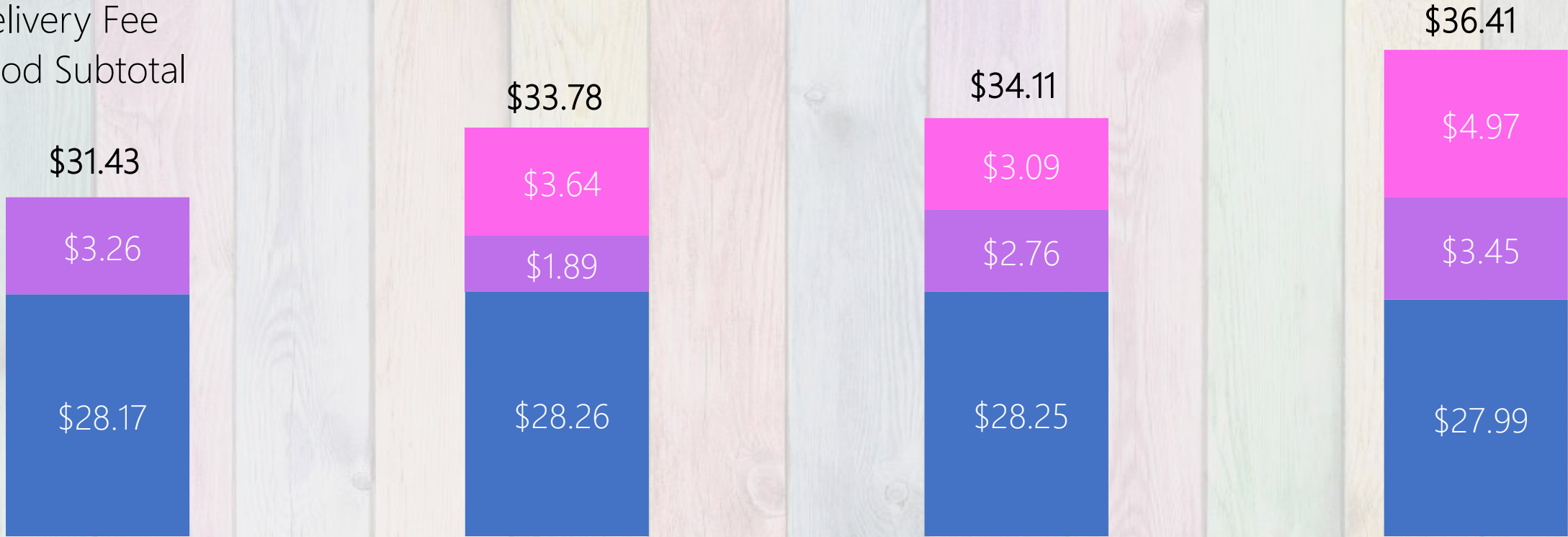
  
**DOORDASH**

 **Postmates**

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

- Service Fee
- Delivery Fee
- Food Subtotal



**GRUBHUB**

**UBER**  
**eats**

  
**DOORDASH**

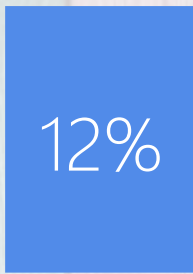
 **Postmates**



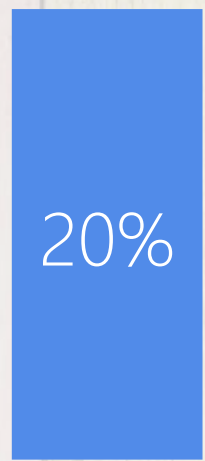
# BASKET BREAKDOWN:

## Average fees as % of Food total

● Fees as % of Food Total



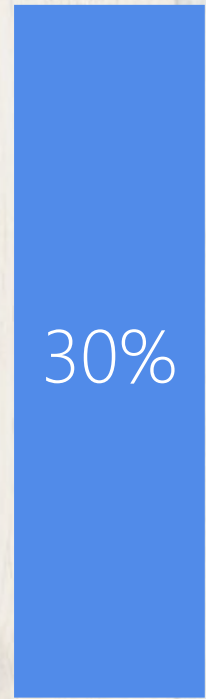
**GRUBHUB**



UBER  
**eats**



  
**DOORDASH**



 **Postmates**

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