Australian dining trends during lock-down

Apr 6th
Summary of findings

On Mar 23rd Australia introduced closure of non-essential business due to Covid19 pandemics. As a result the restaurant industry in Australia is undergoing a huge transition with many providers starting to offer online delivery and take-away options.

Dining-in related searches increased +20% in the last week of March compared to same time last year

Peer to peer delivery services and fast food chains known for delivery options saw double digit week on week increases also

Staying home means cooking more at home. Searches for kids favourites and family staples surged after lock-down
Dining-in related searches surged post lock-down

Category increase driven predominantly by:
1. Peer to peer platforms - home delivery
2. Quick service restaurants
3. Online orders & takeaway

Categories which registered softness in search volume:
1. General restaurant queries
2. Review platforms

Source: Microsoft Advertising Internal Data, all devices, Jan – Mar, 2019 v. 2020
Peer to peer delivery category is one of the main drivers. The week of the lock-down peer to peer delivery platforms saw a surge in consumer queries:

- UberEats +60%
- Menulog +38%
- Doordash +58%
- Deliveroo +51%

Weekly volume trend for food delivery services

Source: Microsoft Advertising Internal Data, all devices, Jan – Mar 2020

*Week over week volume change from week of Mar 16th to week of Mar 23rd
Fast food chains also saw an increase in customer interest

Recognised for its online delivery services Dominos is top of mind for searchers

+22%

Volume increase in the last week of March compared to year to date average

Share of quick service restaurant related searches in March 2020

Source: Microsoft Advertising Internal Data, all devices, Jan – Mar 2020
Fast food fans’ searches reveal two themes:

**Convenience**
- [brand] menu
- [brand] online
- [brand] delivery
- pizza delivery
- restaurants near me
- food near me
- food delivery

**Value**
- [brand] voucher
- [brand] coupons
- [brand] deals
- [brand] promo code
- [brand] offers

Microsoft internal data, March 2020. All devices. List of most frequently occurring tokens.
Staying home means more home cooking

Daily trendline for recipe related searches

Source: Microsoft Advertising Internal Data. All devices. Jan – Mar 2020