



MICROSOFT ADVERTISING

# Australian dining trends during lock-down

Apr 6<sup>th</sup>

Microsoft Advertising. Intelligent connections.



# Summary of findings

On Mar 23<sup>rd</sup> 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

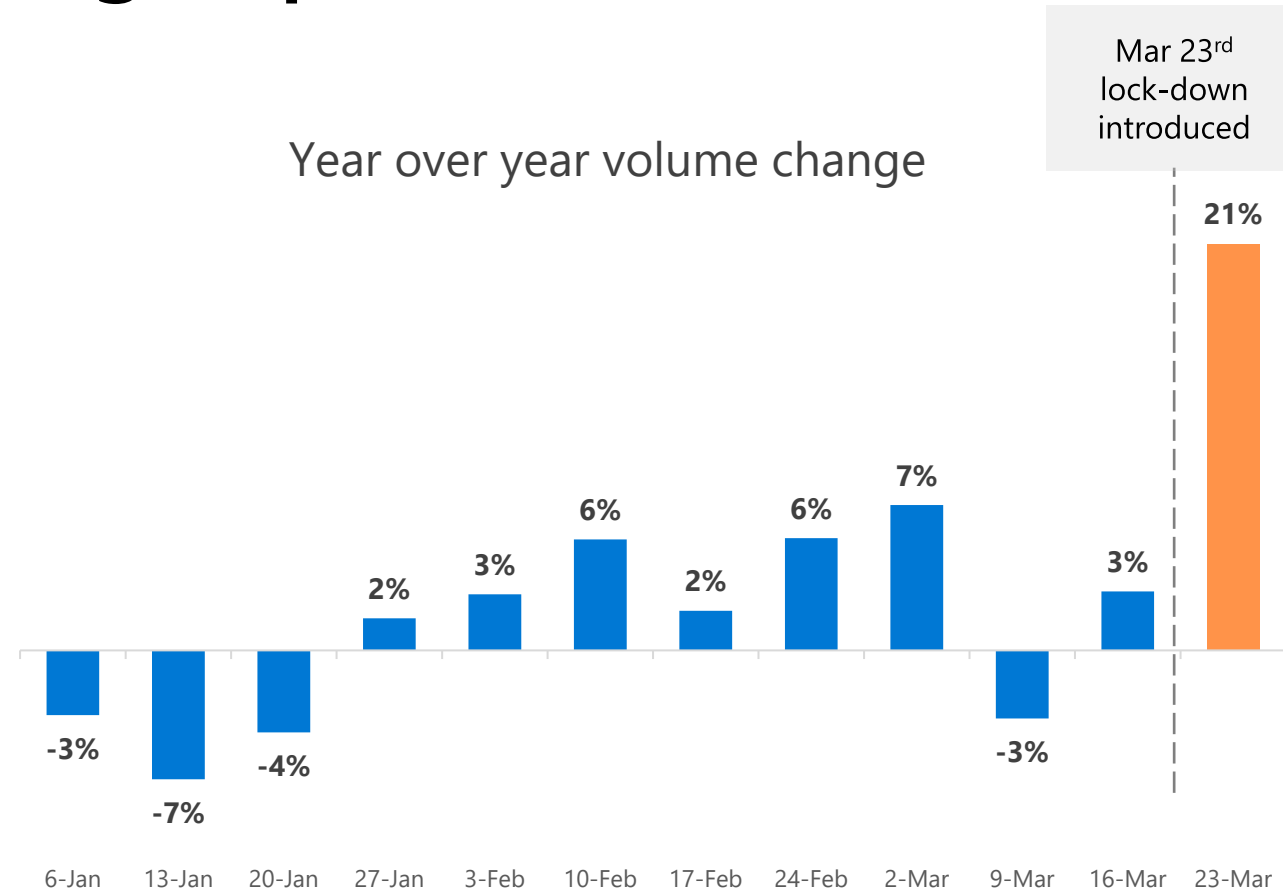


Peer to peer delivery services and fast food chains known for delivery options saw double digit week on week increases also



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



Source: Microsoft Advertising Internal Data, all devices, Jan – Mar, 2019 v. 2020

Category increase driven predominantly by:

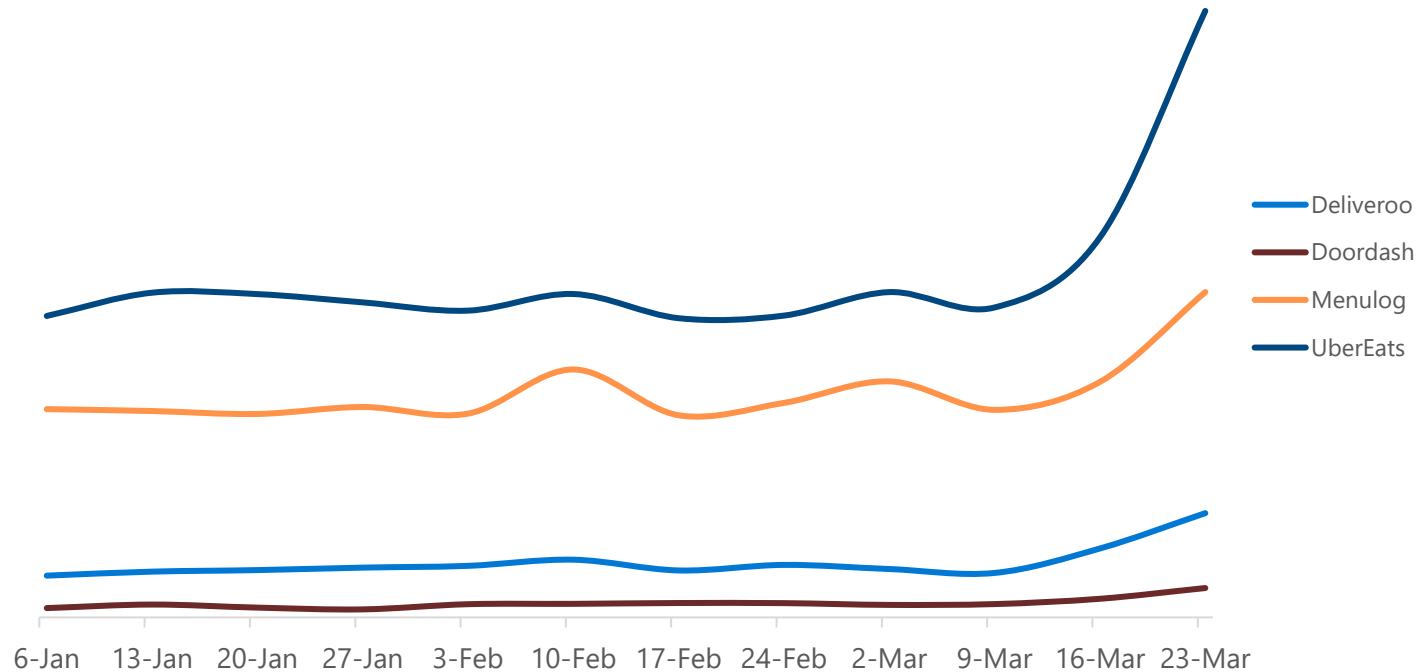
1. Peer to peer platforms - home delivery
2. Quick service restaurants
3. Online orders & takeaway

Categories which registered softness in search volume:

1. General restaurant queries
2. Review platforms

# Peer to peer delivery category is one of the main drivers

Weekly volume trend for food delivery services



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

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%**

\*Week over week volume change from week of Mar 16<sup>th</sup> to week of Mar 23<sup>rd</sup>



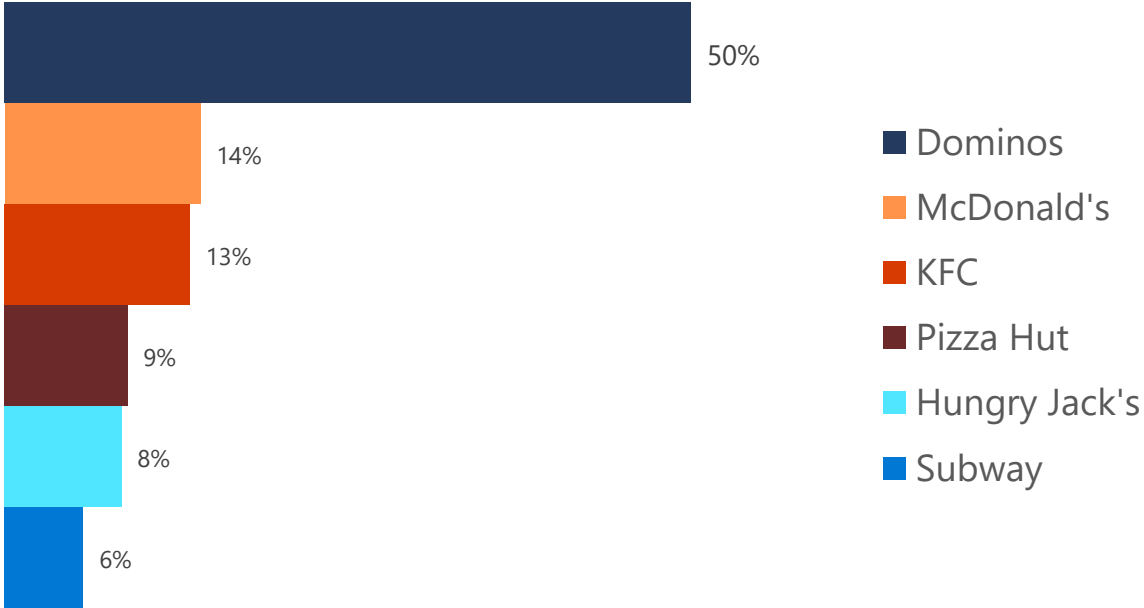
# Fast food chains also saw an increase in customer interest

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

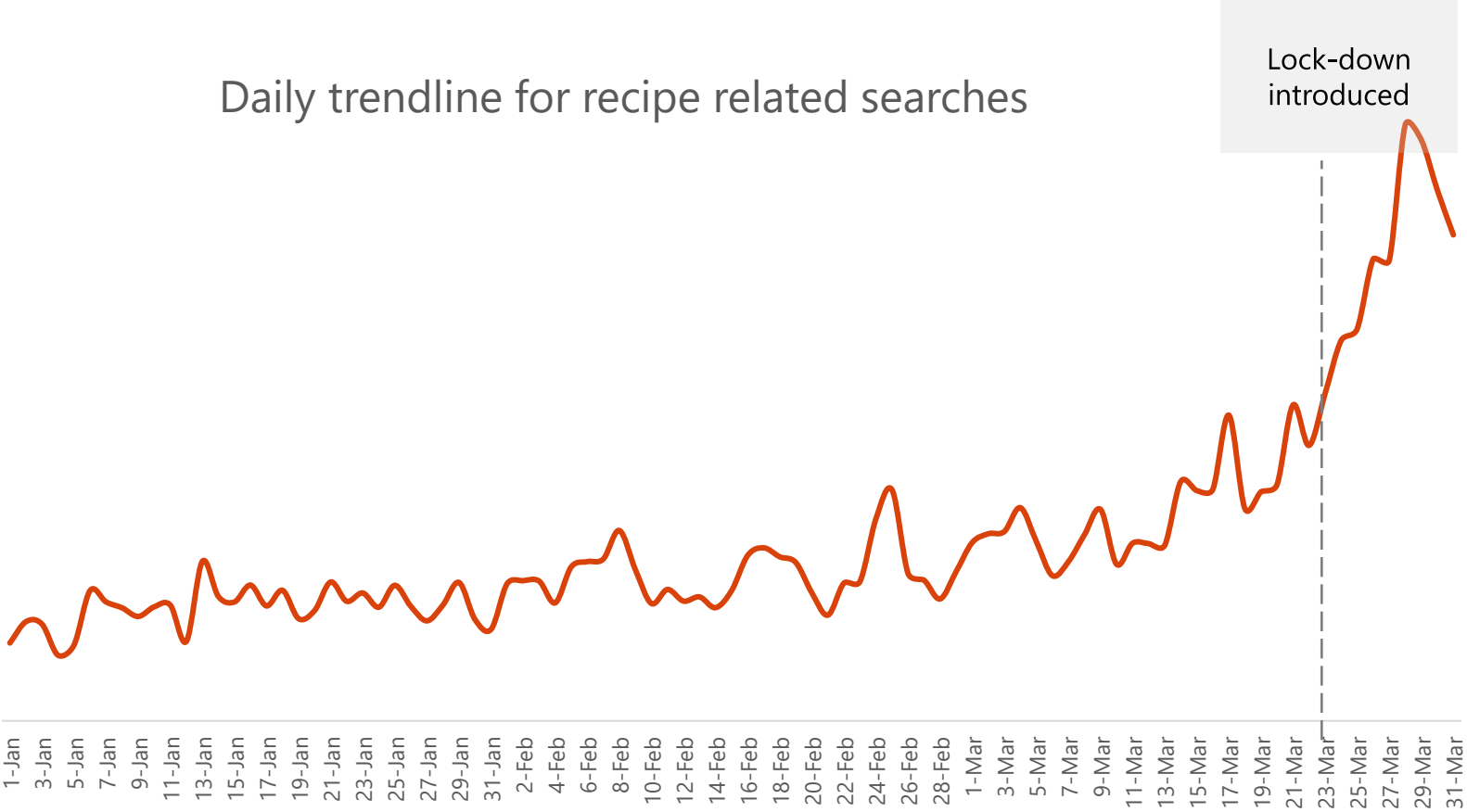
## Value



[brand] voucher  
[brand] coupons  
[brand] deals  
[brand] promo code  
[brand] offers

# Staying home means more home cooking

Daily trendline for recipe related searches



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

## TOP 20 QUERIES

### Kids at home

- banana bread recipe
- easy pancake recipe
- pancake recipe
- banana cake recipe
- anzac biscuits recipe
- scone recipe
- chocolate cake recipe
- cake recipe
- brownie recipe
- cookie recipe
- carrot cake recipe

### Family favourites

- bread recipe
- thermomix recipe community
- fried rice recipe
- pumpkin soup recipe
- spaghetti bolognese recipe
- zucchini slice recipe
- pasta recipes
- pizza dough recipe
- damper recipe



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