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Inner city Melbourne, Sydney and Perth are the hot spots for meal delivery services UberEATS, Menulog & HelloFresh

New Roy Morgan research shows Inner City Melbourne residents (40%) are the Australians most likely to use meal delivery services, just ahead of those in Central Sydney (39%), followed by Central Perth (31%).

Other regions with high use of these services include Northern Melbourne (with suburbs such as Preston, Northcote and Coburg), Middle Southern & Eastern Melbourne (including Hawthorn, Malvern, Sandringham and Brighton) and South-West Perth (including Fremantle and Coogee). The data covers the 12 months to March 2020.

Meal delivery services are used more than twice as much in Inner City Melbourne and Central Sydney, where options are plentiful, than in Australia as a whole. (The services in question are third-party delivery services, rather than the 'in-house' home delivery offered by individual restaurants.) Overall, around one in five Australians (19%) now use meal delivery services in an average three months, with the top four services, UberEATS, Menulog, HelloFresh and Deliveroo, all growing their market share over the past year.

More than a third of Australians living in shared households, and more than a fifth of single parents and surprisingly young people living with their parents now use meal delivery services. In contrast, only a tenth of those who live alone use these services.

	Top 10 Areas for Meal Delivery Services
1	Melbourne - Inner City
2	Sydney - Central
3	Perth - Central
4	Melbourne - Northern
5	Melbourne - Middle Southern & Eastern
6	Perth - South West
7	Adelaide - Northern
8	Melbourne - Outer North East
9	Melbourne - Western
10	Sydney - Southern

Source: Roy Morgan Single Source, April 2019 – March 2020.

Base: Australians aged 14+. n=13,208.

Roy Morgan CEO Michele Levine says even before the COVID-19 pandemic more Australians than ever before were turning to meal delivery services: *"Meal delivery service apps are an increasingly popular way for Australians to order in food from a wide variety of eateries in the comfort of their own homes. In recent weeks the imposition of restrictions to halt the spread of COVID-19 has forced Australians to spend far more time at home than usual and the closure of eat-in restaurants and bars means services like UberEATS, Menulog and HelloFresh are more convenient than ever before for those looking for an alternative to preparing a meal at home."*

“Unsurprisingly it is the Inner City areas of Melbourne and Sydney that have led the take-up of meal delivery services, but there are also suburban areas of these cities, and inner urban areas of Perth and Adelaide, that have seen a high take-up. Notably, there are no areas of Brisbane in the top 10 for meal delivery services. Queensland’s top region, the Gold Coast, ranks just outside the top 10.”

View our range of [Meal Delivery Services Customer Profiles](#).

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About Roy Morgan

Roy Morgan is Australia’s largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 75 years’ experience collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
1,000	±3.0	±2.7	±1.9	±1.3
5,000	±1.4	±1.2	±0.8	±0.6
10,000	±1.0	±0.8	±0.6	±0.4