

Consumer Behavior in Online Food Delivery

2025 JAKPAT SURVEY REPORT



Forewords



The online food delivery industry has made a real difference in consumer shopping habits during and after the COVID-19 pandemic. In the 2022 Jakpat report*, enthusiasm for this trend is quite high. However, along with adapting back to normalcy, there have been several changes this year regarding the use of online food ordering apps.

Jakpat conducted a survey to find out the consumer behavior on online food delivery apps in early 2025. The report, which involved 1343 respondents, also describes respondents' habit of ordering heavy meals, snacks, and beverages via online apps.

*<https://insight.jakpat.net/the-habit-of-online-food-delivery-jakpat-survey-report-2022/>

Research highlights



Snacks are the most frequently ordered type of food online in early 2025, by nearly half of respondents.



Fast food and noodles are the most commonly ordered lunch items online among respondents.



Promotions/discounts are the biggest reason why people order food online.



Gen X pays more attention to the taste of food than the younger generations when determining a restaurant.



GoFood is named as the most frequently used online food delivery app in early 2025.

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Research details



DATA COLLECTION

- The survey was distributed to a total of **1343 respondents**
- The data were collected from **13-14th of March 2025**
- Margin of error **below 5%**
- The questionnaires were distributed via **Jakpat mobile app**
- Proportioned **by Indonesian internet population**

RESEARCH OBJECTIVE

- To find out consumer behavior in online food delivery
- To describe habits & experiences on some types of food:

HEAVY MEALS (LUNCH AND DINNER)

SNACKS

BEVERAGES

Demographic profile

n= 1343 respondents

GENDER



52%
Male



48%
Female

PARENTAL STATUS

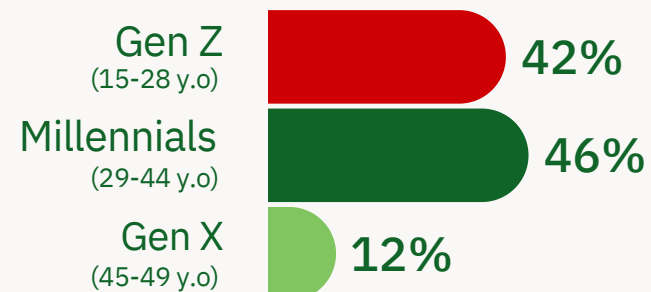


55%
No Kids

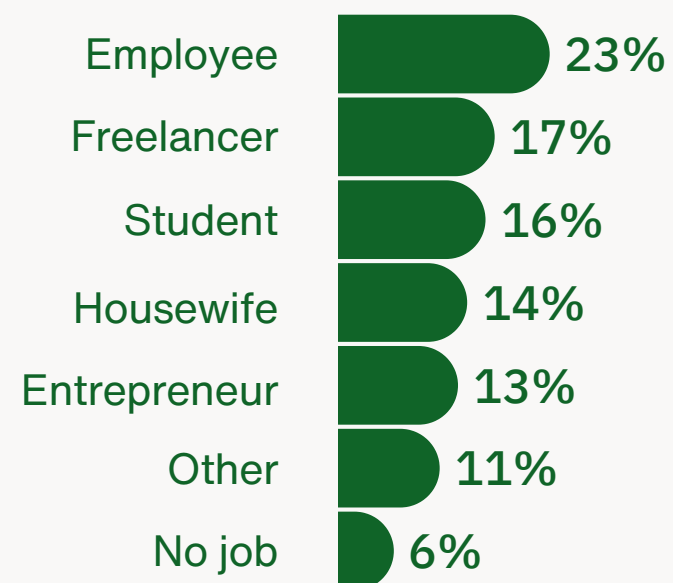


45%
With Kids

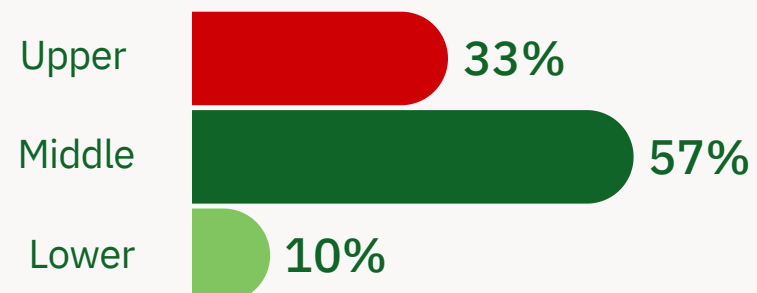
AGE COHORT



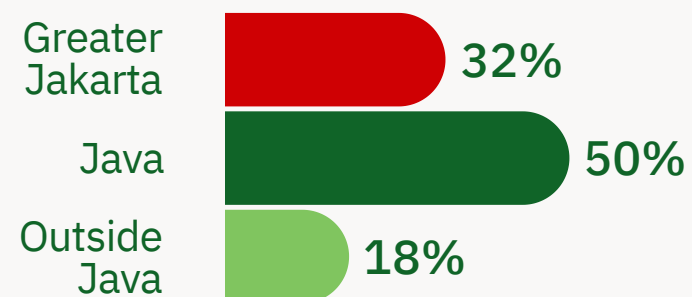
OCCUPATION



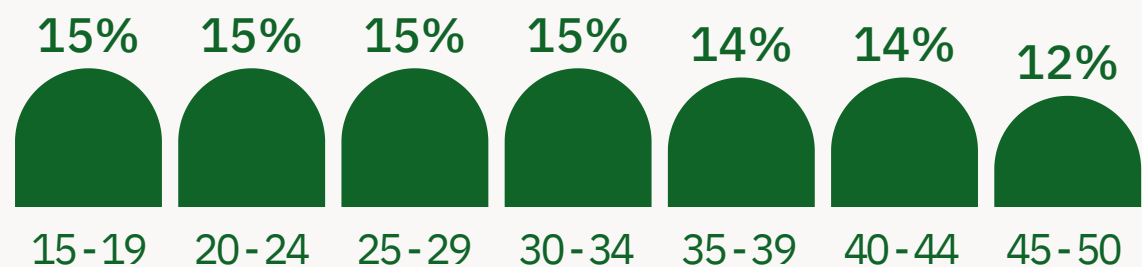
SES



AREA*



AGE GROUP



Area:

- Greater Jakarta: Central Jakarta, West Jakarta, South Jakarta, East Jakarta, North Jakarta, Thousand Islands Regency, Bogor City, Bogor Regency, Depok City, Bekasi City, Bekasi Regency, Tangerang City, Tangerang Regency, South Tangerang City.
- Java: West Java (except Bogor City, Bogor Regency, Depok City, Bekasi City, Bekasi Regency), Banten (except Tangerang City, Tangerang Regency, South Tangerang City), Central Java, East Java, DI Yogyakarta.
- Outside Java: Big cities outside Java: Bali, Medan, Padang, Palembang, Pekanbaru, Bandar Lampung, Samarinda, Balikpapan, Manado, Makassar, Jayapura.

Almost half of people like to purchase snacks via online food delivery

n= 1343 respondents

29% of respondents order heavy meals online 2-3 times a week



Snacks are the most frequently ordered type of food online in early 2025, by nearly half of respondents. 1 out of 3 people ordered beverages via online food delivery and less than 20% ordered heavy meals. Generally, the rate of online food orders has dropped almost doubled compared to 2022*.

3 out of 10 respondents who live alone tend to order lunch online on weekends

TYPES OF FOOD ORDERED ONLINE



49%
SNACKS



33%
BEVERAGES

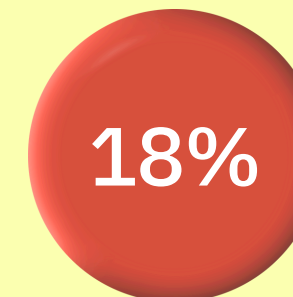


31%
BREAKFAST

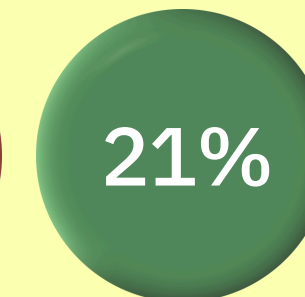
19%
DINNER



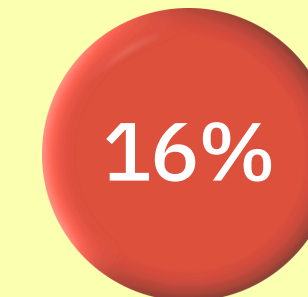
18%
LUNCH



WEEKDAYS



WEEKENDS



WEEKDAYS



WEEKENDS

*<https://insight.jakpat.net/the-habit-of-online-food-delivery-jakpat-survey-report-2022/>

Martabak is the most favorite snack to order online

n= 659 respondents who order snacks online

Local snacks are most popular ordered online by all generations, especially martabak, a Middle Eastern fusion food. Other than that, Millennials and Gen X love to order Indonesian-style breads such as toast, steamed bread, roti sisir, etc; meanwhile Gen Z prefers Sundanese street snacks.

The average cost for ordering snacks online is IDR 56.838. Millennials and upper-class respondents tend to spend more than that on snacks.

TYPES OF SNACKS ORDERED ONLINE

	Gen Z	Millennials	Gen X	Total
 Martabak (savory/sweet)	43%	58%	48%	50%
 Indonesian-style breads	29%	42%	44%	37%
 Sundanese street snacks (seblak, cilok, cimol, etc)	41%	32%	35%	36%
 Dimsum	30%	34%	29%	32%
 Snacks with peanut sauce	29%	31%	39%	31%
 Donuts	19%	30%	31%	25%
 Sandwich-style food	20%	29%	18%	24%
 Western snacks	23%	23%	13%	22%
 Ice cream	22%	20%	23%	21%
 Middle Eastern snacks	14%	26%	13%	19%

AVERAGE SNACK PRICE PER ORDER*

**including delivery and additional fees*



3 out of 5 upper-class people love to order coffee-based beverages online

n= 444 respondents who order beverages online

Coffee-based drinks are preferred by more than half of the respondents, especially upper-class respondents. Meanwhile, **lower-class respondents tend to prefer fruit-based/flavored drinks or milk/yogurt beverages when ordering online.**

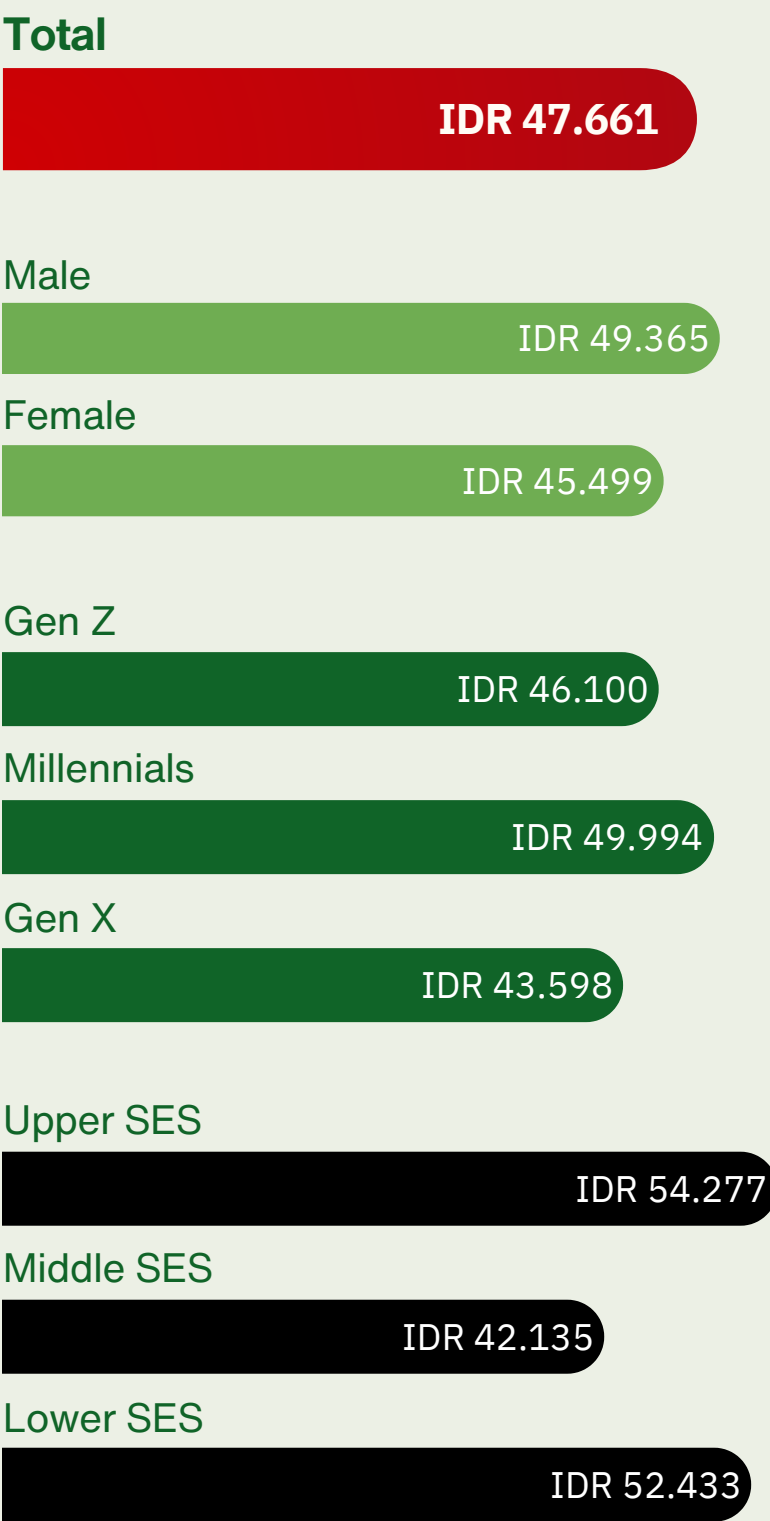
The standard price for an online beverage order is IDR 47.661. Lower-class respondents tend to spend more money on drinks but rarely order heavy meals.

TYPES OF BEVERAGES ORDERED ONLINE

		Upper SES	Middle SES	Lower SES	Total
	Coffee-based beverages	61%	51%	45%	54%
	Fruit based/ flavored beverages	55%	49%	59%	52%
	Beverages with topping	38%	46%	46%	43%
	Tea-based beverages	38%	35%	41%	36%
	Chocolate-based beverages	30%	39%	31%	35%
	Syrup-based beverages	27%	39%	35%	34%
	Milk/yogurt-based beverages	28%	26%	48%	29%

AVERAGE BEVERAGE PRICE PER ORDER*

**including delivery and additional fees*



39% of people order soupy food online for dinner

n= 356 respondents who order dinner online

Almost half of the respondents ordered noodles online for dinner. Half of men choose fast food as a dinner menu while 42% of women order soupy foods such as meatballs, soto, etc.

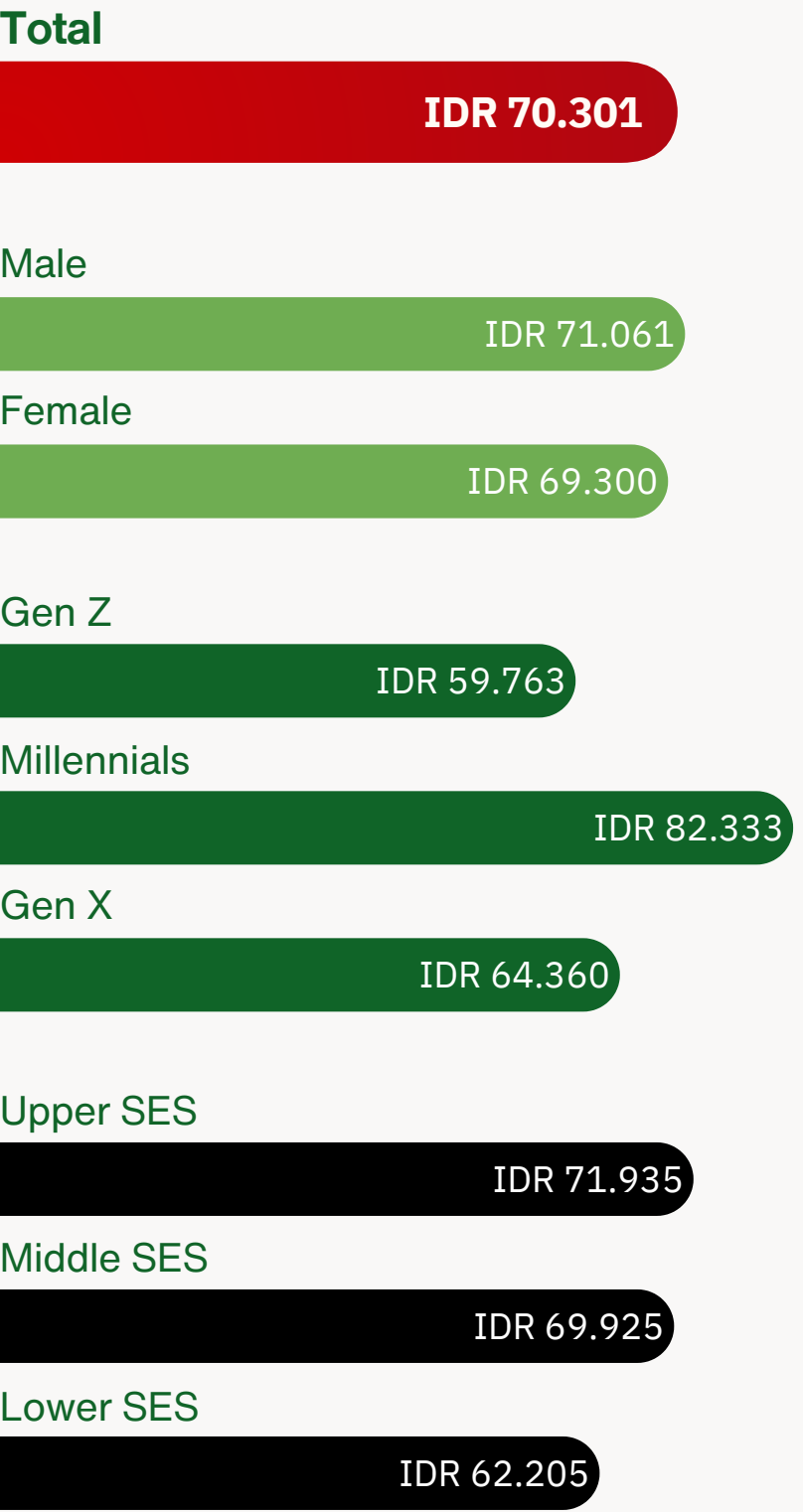
On average, ordering dinner online costs IDR 70.301 with Millennials tend to purchase more expensive than that.

TYPES OF DINNER ORDERED ONLINE

		Male	Female	Total
	Noodles	47%	45%	46%
	Fast food	50%	33%	43%
	Satay	44%	34%	39%
	Soupy food	42%	35%	39%
	Padang cuisine	34%	29%	32%
	Home cooking	35%	26%	31%
	Chinese food	23%	27%	25%
	Traditional food	28%	17%	23%
	Western food	19%	20%	20%
	Japanese food	16%	21%	18%

AVERAGE DINNER PRICE PER ORDER*

*including delivery and additional fees



Fast food is the most popular choice for online lunch orders

n= 340 respondents who order lunch online

Fast food and noodles are the most commonly ordered lunch items online among respondents.

The percentage of Gen X requested Padang cuisine for lunch is higher than the younger generations. The estimated cost of an online lunch order is IDR 62.356.

TYPES OF LUNCH ORDERED ONLINE

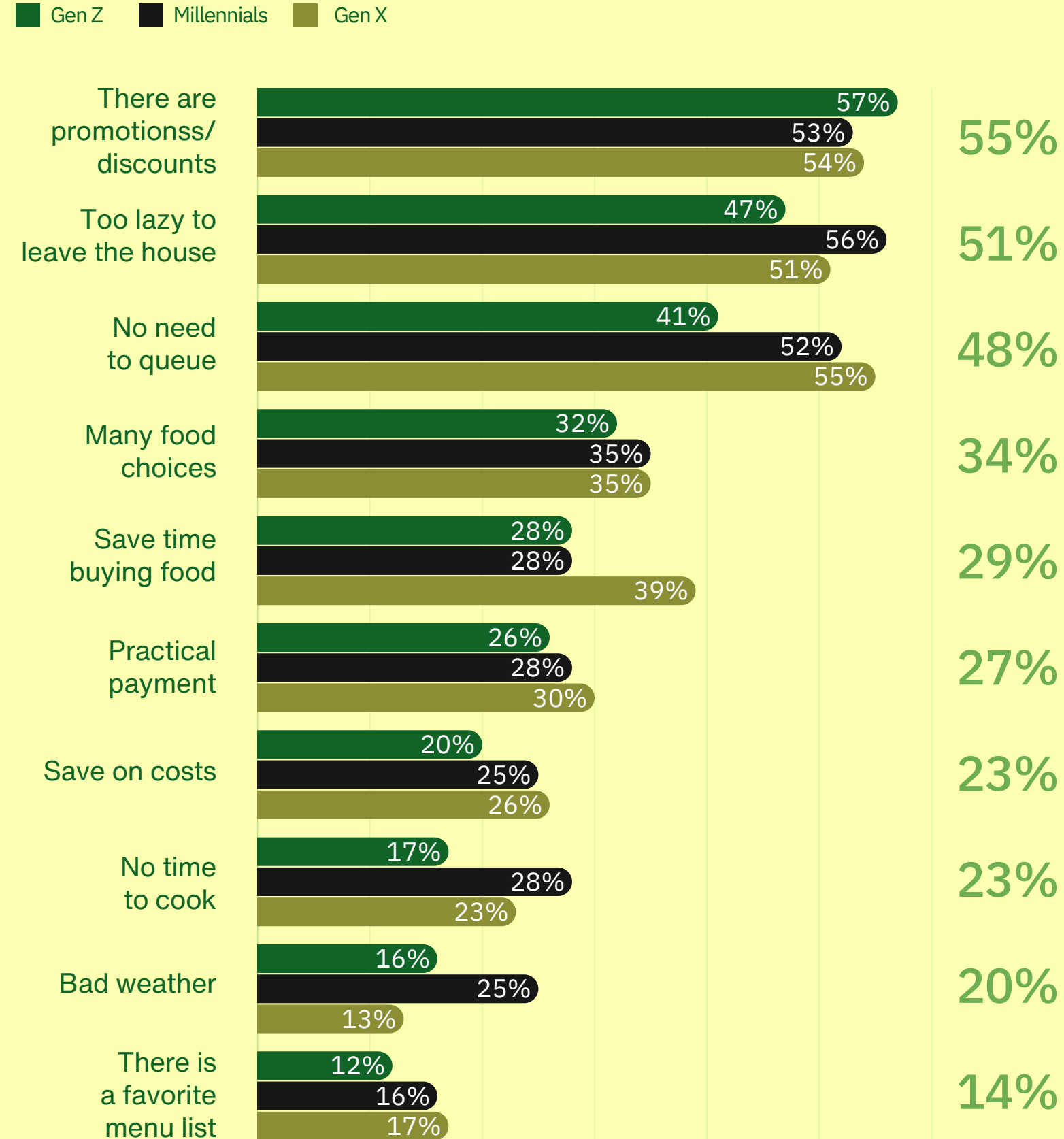
	Gen Z	Millennials	Gen X	Total
 Fast food	57%	50%	44%	52%
 Noodles	55%	49%	46%	51%
 Padang cuisine	52%	44%	55%	48%
 Soupy food	40%	47%	43%	44%
 Home cooking	45%	41%	38%	42%
 Food with peanut sauce	36%	31%	37%	34%
 Satay	36%	34%	18%	32%
 Traditional food	25%	33%	36%	31%
 Western food	25%	32%	21%	28%
 Chinese food	15%	21%	20%	19%

AVERAGE LUNCH PRICE PER ORDER*

**including delivery and additional fees*



REASONS TO USE ONLINE FOOD DELIVERY APPS

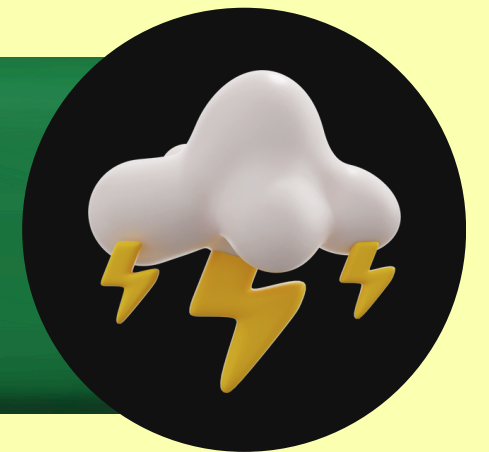


55% of people order food online primarily for the discounts

n= 961 respondents who order food online

Promotions/discounts are the biggest reason why people order food online. In addition, 56% of Millennials said that they are too lazy to leave the house so they choose that option. More than 50% of Gen X dislike waiting in line, so they use online food delivery platforms.

1 out of 5 people use online food delivery apps because of bad weather

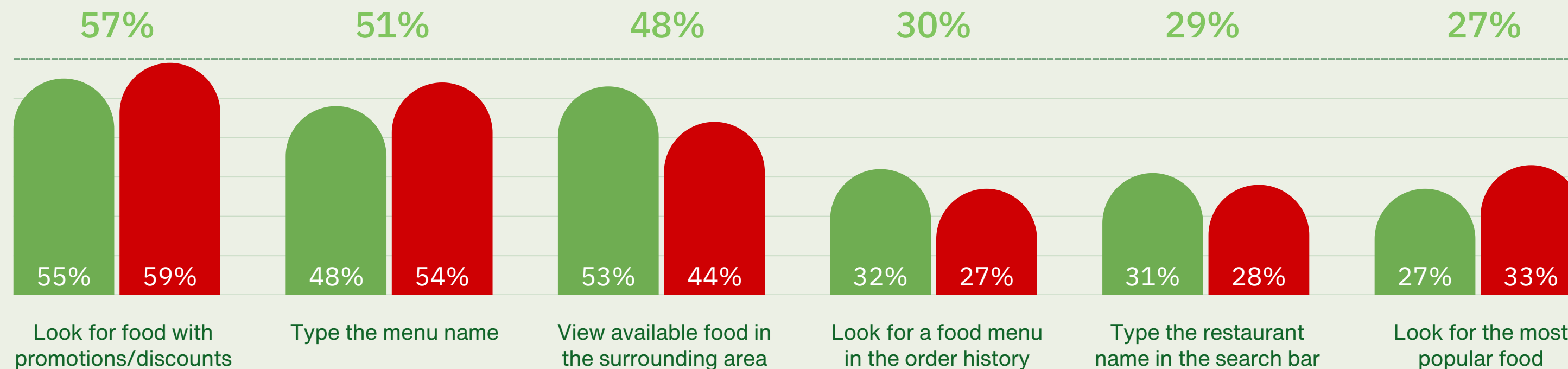


Male consider distance vs female consider menu more

n= 961 respondents who order food online

HABITS WHEN ORDERING FOOD ONLINE

Male Female



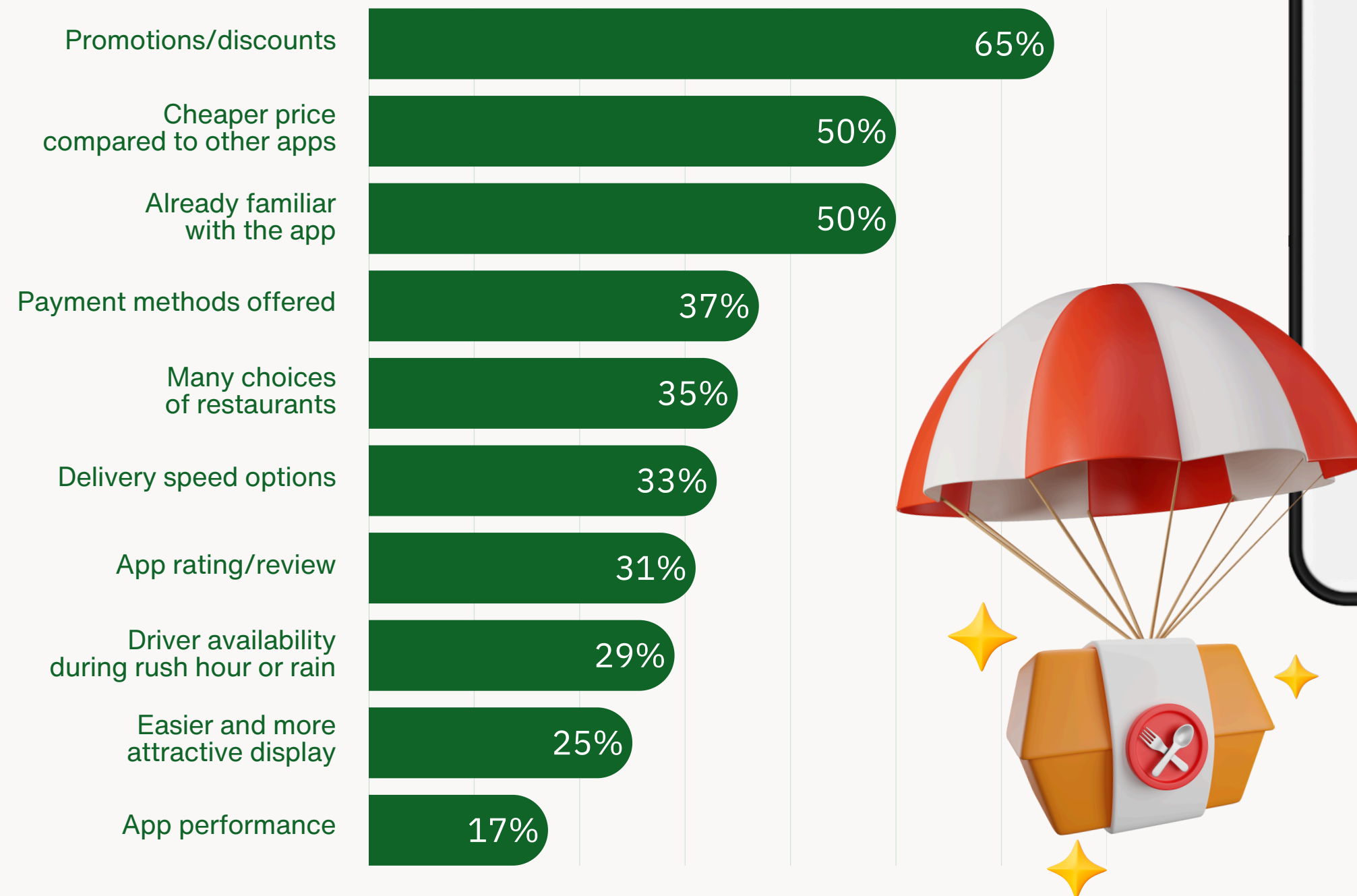
The majority of people check for discounts or promotions before ordering food via a delivery app. Besides that, men view available food in the surrounding area while **women prefer to type the food name on the app.**



50% of respondents compare prices across apps

n= 961 respondents who order food online

CONSIDERATIONS IN CHOOSING ONLINE FOOD DELIVERY APPS

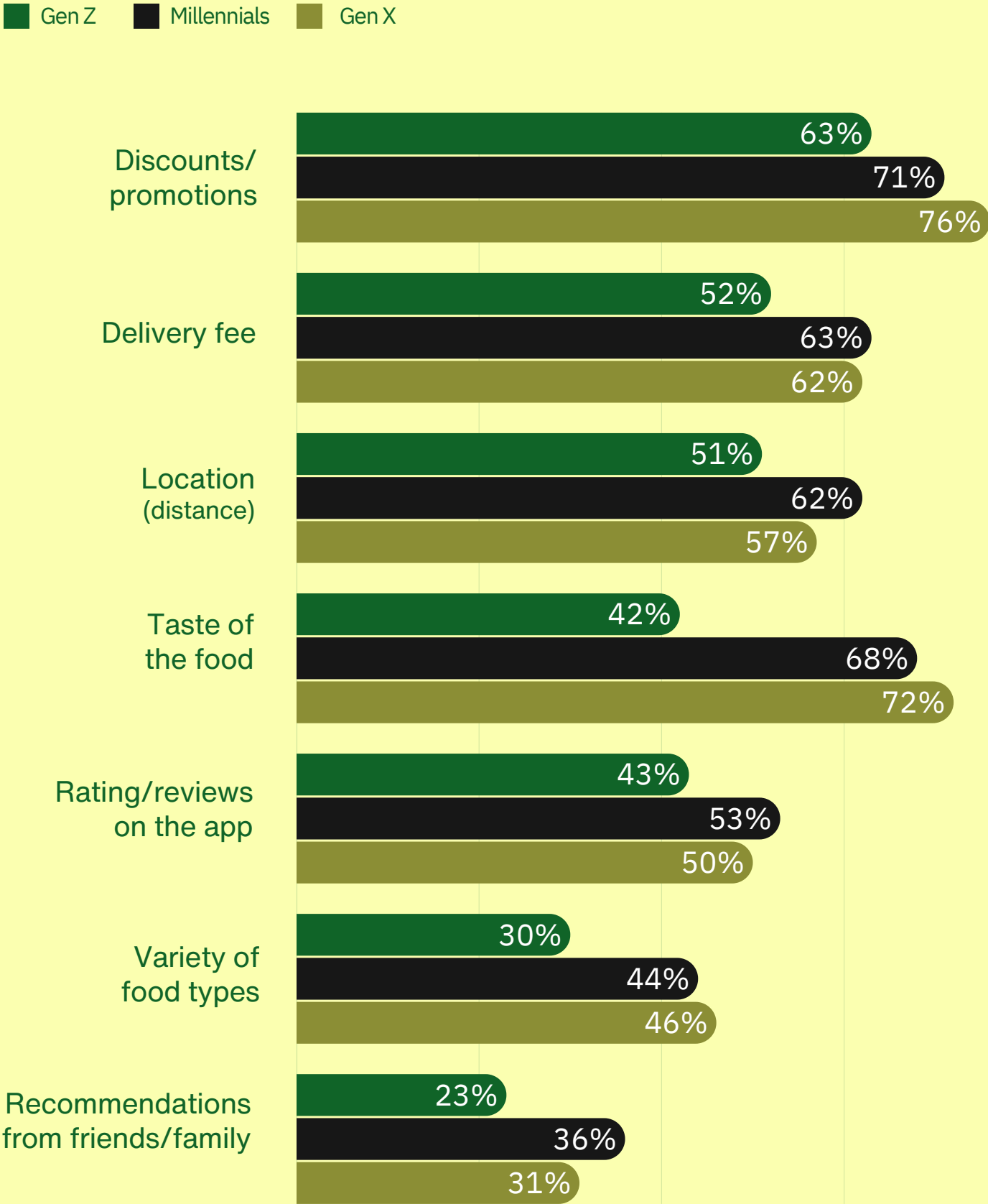


PRIORITIES WHEN ORDERING FOOD ONLINE

- 1 Food price
- 2 Available promotions/discounts
- 3 Delivery fee
- 4 Food rating/reviews
- 5 Distance
- 6 Restaurant rating/reviews
- 7 Food photos

The most common consideration when choosing an online food delivery app is the promotions/discounts provided, which is also the top 3 priorities. Other concerns are cheaper price than competitors and loyalty to the service provider app.

CONSIDERATIONS IN CHOOSING THE RESTAURANTS



68%

58%

57%

57%

48%

38%

30%

Three-fifths of people consider the delivery fee when choosing a restaurant

n= 961 respondents who order food online

There are several considerations in choosing a restaurant on an online app. **7 out of 10 respondents concern on discounts/ promotions, followed by delivery fee and distance to the destination.** Gen X pays more attention to the taste of food than the younger generations when determining a restaurant.



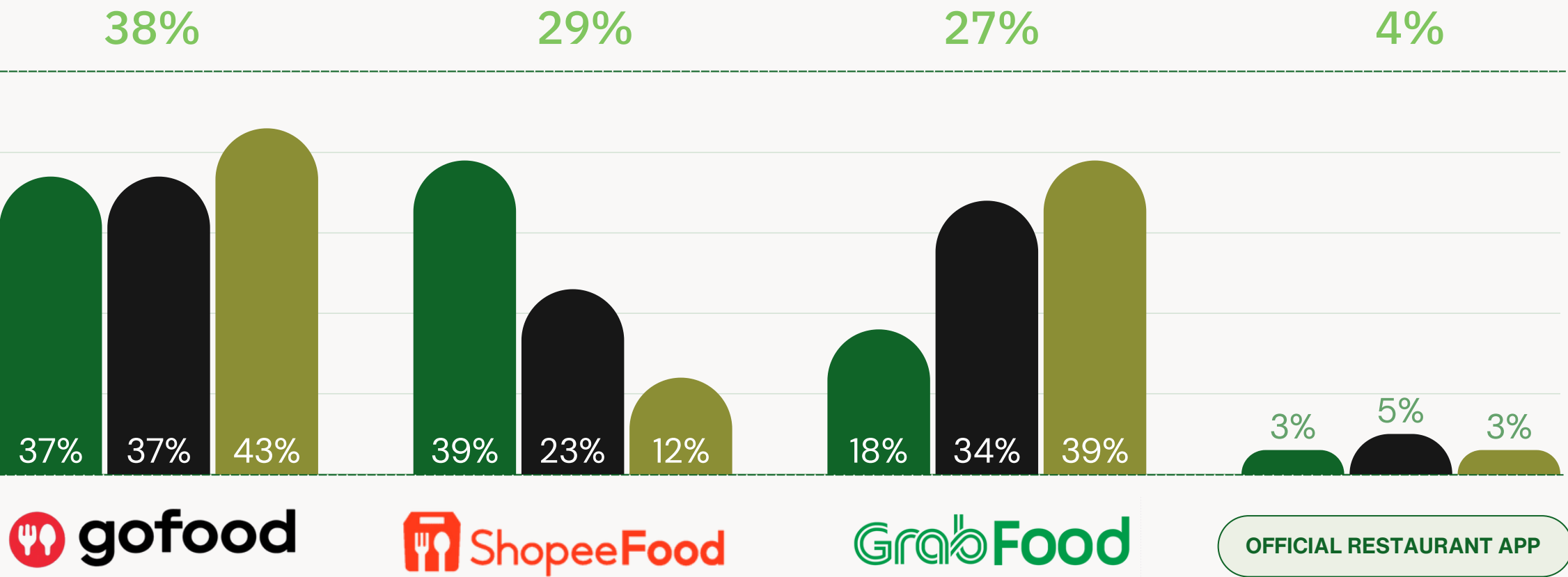
GoFood is the most popular online food delivery app

n= 961 respondents who order food online



THE MOST USED ONLINE FOOD DELIVERY APP

■ Gen Z ■ Millennials ■ Gen X



GoFood is named as the most frequently used online food delivery app in early 2025.

Although still ranked second, the number of ShopeeFood users fell by 11% compared to 2022*. Millennials and Gen X prefer to use GoFood, while Gen Z's favorite food delivery platform is ShopeeFood.

*<https://insight.jakpat.net/the-habit-of-online-food-delivery-jakpat-survey-report-2022/>

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