

Order Up

A Bite-Sized Snapshot Of What's Fueling Today's On-Demand Diners

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The Appetite For Food Delivery Apps Is Growing.

One tap. That's all it takes for customers to get exactly what they crave. Brands that aren't visible in that moment don't get ordered.

40%

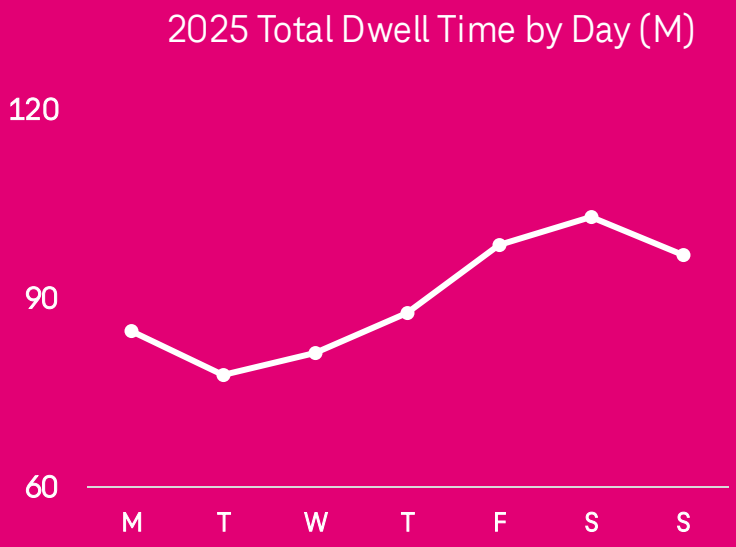
increase in global food delivery app downloads year-over-year

Source: Sensor Tower, State of Food Delivery & Rideshare Report 2025



Cravings Follow A Schedule.

Order activity swells on certain days as routines, paydays, and 'too tired to cook' moments line up, giving brands a predictable window to show up.



+32%

increase in dwell time from the weekly low on Tuesdays to the weekly high on Saturdays

Source: T-Mobile App Insights - Doordash

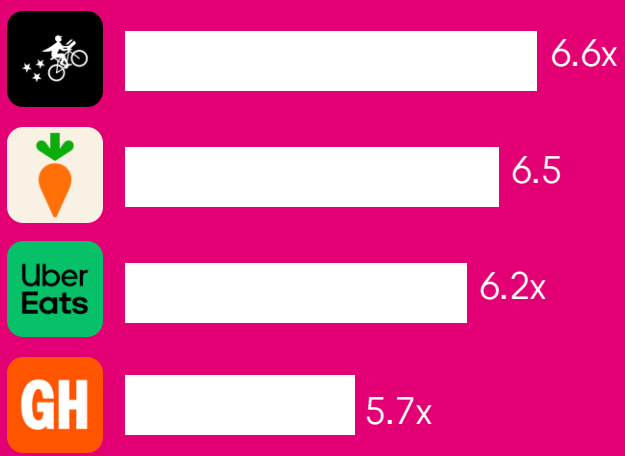


Hungry Customers Keep A Full Menu Of Apps.

Delivery diners rarely commit to just one app, they stack their phone with options to chase the best deal, fastest driver, or biggest discount.



Index Of Doordash Users Likelihood To Also Use...



Source: T-Mobile App Insights - Doordash

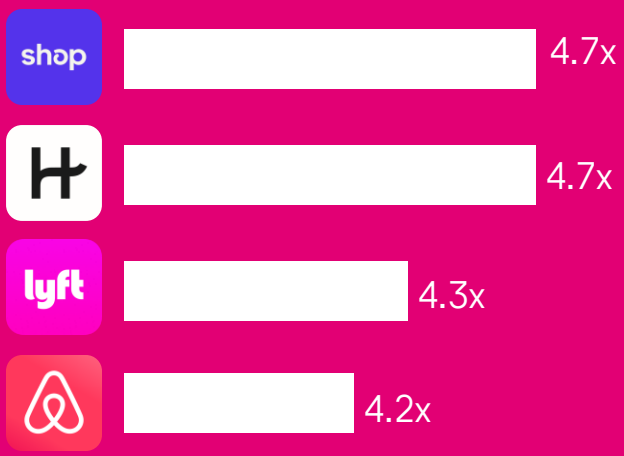


Delivery Apps Are A Doorway To Bigger Baskets

The same thumb that orders dinner is swiping for love, hailing a ride, improving their wardrobe and finding their next place to crash, making food delivery a launchpad for brands well beyond the plate.



Index Of Doordash Users Propensity To Also Use..



Source: T-Mobile App Insights

Reach People Who Actually Order.

T-Mobile customers aren't just browsing. They're a proven audience that converts to delivery and takeout orders.

26%

T-Mobile subscribers are 26% more likely to order delivery or takeout.



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Source: Resonate 2026 – T-Mobile Customers

Ready To Get A Seat At The Table?

Understanding how people order is just the appetizer. With T-Mobile Advertising Solutions, brands can use these behavioral insights to reach hungry, high-intent audiences right when they're ready to order.

www.t-mobile.com/advertising-solutions

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