

Commentary Essay

The 21st century has seen advancements in technology like no other period and it is these very advancements that have become the source of setting trends. Social media has been particularly useful in this regard as applications like Facebook, Instagram and Twitter are used to get people to explore new and innovative options. One such option is that of the food delivery services such as Grubhub, Postmates, Uber Eats and many more. The purpose of these food delivery services is to place an order at a restaurant of the user's choice and then bring that order to the user's doorstep. This makes these services highly convenient, especially in the environment of the COVID-19 pandemic where social distancing is of the utmost importance. Thus, food delivery services have become a trend over the past couple of years and this phenomenon will only continue to grow.

It is important to note that over the past couple of years, the trend of delivering food to one's doorstep has been on a rise. While it is true that people like to dine-in, it is also true that a large majority of people prefer takeaway services. Thus, it is for this vast majority of people that food delivery services have come in handy. According to Forbes, "Industry growth rates have skyrocketed as millions of customers have shown themselves more than willing to have food delivered at the press of a button rather than spend protracted periods stirring ladle in pot" (Singh, 2019). Forbes also claims that this business has become a trend that is expected to be worth \$200 billion by the year 2025 (Singh, 2019). According to Statista, this will happen because "Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 7.5%" (Statista, 2019). Thus, it can be seen that with such a high growth rate which is expected to only increase in the upcoming years, the food delivery business has created a steady trend.

Additionally, according to Devipriya and colleagues, the food delivery business is a trend and “The convenience of the consumers, the growing use of smartphones, the spending capacity of the public, etc. have contributed a lot towards the establishment of this business” (Devipriya et al., Para. #2, 2020).

This particular trend started with the fast-food chain, Pizza Hut when they introduced the system of online food delivery (Devipriya et al., Para. #3, 2020). Ever since then, the trend of ordering food online has become popular with restaurants competing with one another. The other fast-food joints followed the examples of Pizza Hut, as did other restaurants and soon online delivery became a norm rather than a rarity. This directly led to the creation of food delivery services as they saw an opportunity to facilitate the masses and earn a great deal of profit. Consequently, this technological trend has had an impact on the way things function at these restaurants. For one, it is the technology that sways people to order food online and thus restaurants are making use of online ordering system and mobile applications to keep in touch with the wishes of their customers. Another huge impact that this system has had relates to the manner in which the food is delivered. For instance, in the year 2016, Dominos made history when they delivered food to the home of a customer via a drone (Food Logistics, Para. #5, 2016). While this trend is certainly not a norm, neither was the system of food delivery. As such, this trend can lead to further changes in the market.

As such, it has become quite clear that food delivery services have set a trend that is expected to grow at a huge rate, but the question remains whether it is a positive or negative trend. In the technological world of today, it can be said that this is a positive trend. The most obvious factor, in this case, is convenience. Instead of customers going to restaurants, the restaurants are coming to the customers, which is not only convenient, but has other benefits

such as reducing the traffic outside said restaurants. Furthermore, in the current pandemic, these services can come in handy as they allow one to get food without mingling with the crowd. The customer will only have to meet the driver of the food delivery service and as such social distancing and other precautionary measures will be easier to maintain. Also, this trend has become a business which means that it gives billions of dollars to the economy which is beneficial for every citizen. Lastly, as mentioned previously, food delivery services are encouraging further advancement in technology which can prove to be beneficial and provide solutions that are even more appropriate and user friendly. While some people are opposed to the use of too much technology, it can be seen that in this particular case, technology has only provided benefits.

Conclusively, it can be stated that food delivery services have become a hugely positive trend that will grow over the upcoming years. This trend began when Pizza Hut decided to deliver food at homes and quickly grew to include food delivery services. These services have proven to be convenient to the customer and have offered the added benefits of reducing traffic and maintaining the rules of social distancing. Moreover, these food delivery services have now started to make further advancement in technology such as utilizing drones. Thus, with all these benefits and no known disadvantages, it can be concluded that food delivery services have set a positive trend that will benefit both the economy and the people.

References

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