

Over One Million App Downloads Is Milestone for foodora and Food Delivery

From bikes to phones, bringing good food into your everyday means being mobile-first.

foodora hits record with its app, launches new design and functionalities

Bringing good food into your everyday means bringing it everywhere – not just wherever you have a computer, like at your desk at work. What if you're walking in the park and suddenly you're struck by a deep craving for authentic pho? Or you're on the bus home and you'd like a wood-fired pizza to get there at the exact same time you do? Or if you're lounging in bed on a lazy Sunday and want some brunch?

foodora anticipated these needs by building mobile ordering into their DNA, creating an app that is user-friendly, clean and attractive on iOS and Android. And today, that app – released about one year ago on August 11, 2015 – hits a new milestone, and a milestone for food delivery: over one million downloads. That's at least 114 downloads on average per hour since the app's launch, showing that food lovers are truly embracing the revolutionary potential of foodora to bring more good food into their everyday.

“We've redesigned our app to coincide with its one millionth download,” said Julian Dames, Chief Marketing Officer at foodora. “Our priorities were simplicity and ease-of-use, so our users can focus on what they're here for – good food.”

“We redesigned the vendor listings, menu, checkout and rider tracking pages all from the ground up, adding intuitive features like real-time rider tracking and the ability to add items with one click,” explained Dames. “We listened to a lot of feedback, as always, to keep pace with our fast-moving customers and always develop more innovative features.”

Favourite foods, app peak ordering hours and more mobile food trends

One year of the foodora app begs the question: how is the app used? What dishes were ordered most using the app? What are the most connected cities around the world?

Digging into data, foodora has noticed app use spikes after lunch, with an impressive 82% of orders placed after 3pm. That's because, when people order lunch, they're usually on a computer at their desk. Many of them are ordering through foodora's corporate solution webpage, which helps companies provide delicious lunch options to their employees. However, people use the app to order on their way home, so that dinner arrives just after they do.

Concerning app users' favorite foods, the worldwide winner is the burger, but many cities have other favourites. In Melbourne, for example, Pho Bo (Vietnamese soup with beef) is the most-ordered dish; in Sydney, it's ice cream, and in Montreal, salad. In both Milan and Turin – perhaps unsurprisingly – Pizza Margherita is the favourite.

foodora's data also gives insight into the prevalence of iOS or Android in various markets: in Australia, for instance, a full 85% of orders come through iOS, while in Finland Android use peaks at a record-high 41% of orders. Overall, Berlin, Sydney, and Oslo were the cities with the most app use, showing a population that's deeply in sync with their smartphones.

Ready to find out how easy it is to enjoy good food with foodora's app? Give it a download [here](#) (iOS) or [here](#) (Android).
