

# Uber Eats

## U.S. Merchant Impact Report



# Introduction

**Uber Eats is a powerful driver of economic growth, helping local restaurants, grocery and convenience stores, mom-and-pop retailers, and flower shops reach new customers and grow their businesses in an increasingly digital world.**

Behind every order are peoples' favorite small businesses, couriers choosing to earn on their own terms, and a local economy benefiting from the ripple effects of that transaction. For many people, especially seniors, people with disabilities, and those in low income communities, Uber Eats also provides critical access to meals and groceries that might otherwise be out of reach.

To better understand the platform's economic and societal impact, Uber Eats partnered with independent research consultancy Public First to conduct new economic modeling and an anonymized survey of small and medium-sized businesses that are on the Uber Eats platform (SMBs) across the United States. The results show that Uber Eats is helping deliver far more than meals. It is unlocking net new revenue for businesses by connecting them with new customers and equipping them with modern marketing tools that many could not access on their own. The income generated through the platform also supports millions of couriers and helps fuel local economies by boosting demand for nearby services, creating new business opportunities, and driving activity in communities across the country.

This report presents those findings in detail, analyzing how Uber Eats supports small business growth, expands access to digital tools and delivery infrastructure, and strengthens the health and resilience of local economies. It offers a closer look at the experiences of SMBs, their top priorities, and the role Uber Eats plays in helping them reach new customers, increase their revenue, and adapt to changing economic conditions. The report also explores how delivery platforms like Uber Eats enhance access to food and create new economic opportunities in communities across the country.



# The Impact of Uber Eats

Today, Uber Eats partners with over 1.5 million merchants across more than 11,000 municipalities and six continents. In the United States alone, Uber Eats supported hundreds of thousands of restaurants, grocers, and retailers in 2024, generating an estimated \$9.4 billion for the economy that may not have been possible otherwise.

By driving local demand and helping SMBs reach new customers, Uber Eats is creating new income for local merchants and fueling broader economic growth in communities across the country and around the world.

## Globally:



### Over 1.5 million

total active merchants on the platform in 11,000+ municipalities across 6 continents.

### 140 million

customers had something delivered with Uber Eats in 2024.



## In the U.S.:



### \$9.4 billion

Uber Eats facilitated hundreds of millions of orders last year, driving an estimated \$9.4 billion in new revenue for the United States economy that wouldn't have occurred otherwise.

### +10%

Hundreds of thousands of merchants are active on the platform in the U.S., and the number of merchants on the Uber Eats platform grew more than 10% in 2024.



### +19%

of all Uber Eats orders were delivered to low income communities in 2024, helping improve food access nationally.

### 47,000

We estimate that Uber Eats supports the creation of 47,000 additional jobs for merchant partners.



### \$1.3 billion

In 2024, U.S. couriers made \$1.3 billion on the Uber Eats platform.

### \$1.8 billion

Uber Eats saved American customers approximately 104 million hours of travel time in 2024, worth an estimated \$1.8 billion to the economy.



# Helping merchants of all sizes compete and grow their businesses

For SMBs in particular, Uber Eats makes it easy to take advantage of a delivery network that would be difficult to replicate on their own, enabling them to reach new customers, expand their geographical footprint and earn more revenue than they could have otherwise.

## Merchant Survey Results



**81%**

of SMBs plan to continue working with Uber Eats.



**74%**

of SMBs would recommend Uber Eats as a partner to other businesses like their own.



**62%**

of SMBs say Uber Eats helps increase their revenue.

## Top 5 Benefits of using Uber Eats

SMBs who responded to the survey shared that they partner with Uber Eats for a variety of reasons. Here are the most common responses merchants shared in this year's survey:

**1**

Ability to reach new customers

**2**

Ability to deliver to customers directly

**3**

Ability to deliver to customers in a larger geographic area

**4**

More repeat customers

**5**

Ability to offer targeted promotions to customers

[Uber Eats helps us in] reaching new customers. Offering delivery from our location during peak traffic times allows our team to stay focused on in-house tasks and service those in front of them.

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SMB from Pennsylvania



Uber Eats connects your restaurant to a large base of customers who might not otherwise find you. Being on the platform puts your business in front of people actively looking to order food, which can significantly expand your customer base.

SMB from Florida



## Uber Eats' platform helps merchants earn additional revenue.

**+10%**

According to survey results, over 10% of SMB's overall revenue comes from delivery platforms, demonstrating the value it adds to local businesses and economies.

**50%**

of new-to delivery SMBs report that Uber Eats has helped increase their revenue in the first year of being on the platform.

**SMBs feel that Uber Eats enables them to fulfill deliveries that they would not have been able to service without it.**

**69%**

of SMBs feel that Uber Eats enables increased geographic coverage.

**72%**

of SMBs feel that Uber Eats helps them connect with new customers they wouldn't be able to reach through traditional marketing.

**71%**

of SMBs feel that Uber Eats provides opportunities for delivery they would not have been able to handle in-house.



**Uber Eats ads and offers have helped me grow my restaurants. I earn a little less per order because of the fees, but they bring in new customers who spend more on each order, so overall it's been good for my business.**

Mr. Chen, Owner, Dragon King, Restaurant, New York

# Increasing food access

Delivery platforms like Uber Eats help Americans access the things they need more easily, offering convenience and time savings that let people focus on what matters most. This is especially valuable for busy parents, seniors, and people with disabilities who use delivery for meals, groceries, and other essentials. In recent years, Uber Eats has also expanded access for lower income households by enabling the use of food benefits for grocery delivery, helping more people get fresh, healthy groceries at home when they need it.

These benefits don't just go to those living in dense city centers. 9 in 10 Americans live in areas with access to Uber Eats, and almost a fifth of orders are delivered to low income communities.



**90%**

of Americans have access to Uber Eats, including 90% of Americans living in food deserts.



**+19%**

Over 19% of orders were delivered to census-designated low income communities.

As part of the merchant survey, one anonymous SMB in Arizona shared that they partner with Uber Eats to



**Provide service to the younger community that predominantly use delivery apps for everything. And also to the elderly in the area that don't drive a lot.**



# Supporting Business Operations and Employee Retention

Uber Eats helps merchants strengthen operations and build resilience, and SMBs continue to see it as a reliable source of revenue and growth during economic uncertainty. While many SMBs cited rising costs, an economic slowdown, and payroll pressures as key concerns in this year's survey, they also pointed to Uber Eats as a way to diversify their income and maintain a consistent flow of orders.

The revenue provided by Uber Eats can act as an important buffer, offering a diversified source of income that makes it easier for merchants to sustain their operations and continue to pay their current staff.



**47 thousand jobs**

Uber supports the creation of an estimated 47,000 additional jobs for merchants across the country.



of SMBs credit Uber Eats for helping sustain their operations.



**42%**

of SMBs said that income generated through Uber Eats helped them to continue paying current employees, or hire new employees.



of SMBs feel Uber Eats helps drive demand during typically slow periods.

## Top Three Priorities



Acquiring new customers (71%)

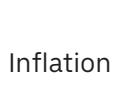


Growing repeat business with customers (65%)

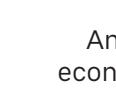


Reducing overhead costs (47%)

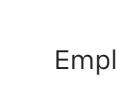
## Top Three Challenges



Inflation / increasing costs (65%)



An economic slowdown or economic uncertainty (46%)



Employee wages/costs (36%)

# New marketing & AI tools help merchants put their best foot forward and attract new customers with their menus & listings.

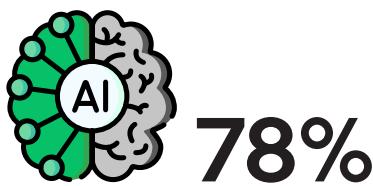
In addition to connecting merchants, couriers, and consumers, Uber Eats also offers additional marketing tools to help merchants connect with new customers, including in-app ads, personalized offers, and detailed customer analytics. Three-quarters of all U.S. Uber Eats merchants use one of these tools, with an average return on spend of 8:1. For many smaller businesses, these tools have been a helpful step toward unlocking the benefits of digital advertising.



of all U.S. merchants used Uber's marketing tools in 2024.



Merchants who used Uber's marketing tools in 2024 saw an average of 8:1 return on spend, highlighting the benefit for merchants' businesses.



of SMBs that use AI tools to enhance or generate menu photos and descriptions believe they have been effective.



of SMBs that use AI tools to enhance menus agree that they have helped reduce their workload.



of SMBs that use AI tools to enhance menus agree they have helped increase their number of orders by improving menu quality.

“

**My measure of success for Uber Eats is constant growth. We've seen real success with ads and promotions that bring in new customers and increase order frequency and order values. With Uber Eats, we're knocking it out of the park. We're staying on budget, attracting new customers, and making sure that Frank Pepe's remains a popular choice on the platform.**

Victoria Pierce, Director of Marketing, Frank Pepe Pizzeria



# Methodology

## Merchant Surveys

Public First conducted an anonymous online survey of over 500 merchants, based on contact details shared by Uber. Public First retained full editorial control and control of the data collected through the survey. Public First is a member of the British Polling Council and abides by its rules. For more information please contact the Public First polling team: [polling@publicfirst.co.uk](mailto:polling@publicfirst.co.uk).

## Economic Impact of Uber Eats

The economic impact of Uber was calculated as the sum of the following inputs:

- Uber provided data on delivery person earnings;
- Uber provided data on restaurant payouts;
- Supply chain (indirect) and additional demand (induced) impacts of delivery person spending on vehicles;
- Induced impact of net delivery person income, which is then spent in the wider economy;
- Supply chain (indirect) and additional demand (induced) impacts on merchant revenue.

To estimate the additional value to the economy rather than the gross value, Public First applied an assumption based on third party estimates of the share of merchant revenue earned through Uber Eats that is incremental. To estimate the additional value to the economy through delivery partner spend, the assumption was estimated through a combination of survey data and third party evidence.

## Wider Economic Impacts

To estimate the number of additional jobs for merchant partners, government data was used to estimate revenue per employee in the Accommodation and Food sector and applied to total additional revenue.

The value of time savings to consumers was calculated using internal data on average delivery trip time, survey data that allowed us to understand what consumers would have done without the use of food delivery apps, and value of time data from government sources.