

Online food delivery (OFD) services: A rising public health risk



RESEARCH SHOWS

- Screens are changing how consumer interact with food nowadays.
- OFD service use is on rise and young adults are among the highest users of OFD service [1]
- Over 80% popular food outlets on OFD platforms are fast-food outlets [2]
- Marketing tactics on OFD platforms promote unhealthy foods and drinks [3]
- Current government policies promoting healthy diets do not apply to online food delivery sector

THE PROBLEM

OFD use increases the likelihood of purchasing and over-consuming unhealthy food and beverages leading to adverse health outcomes.

My research focusses on building the evidence to create supportive and healthy online food retail environments and inform policy. I would be happy to discuss and contribute to future policy actions.

References:

[1] Gupta et al., 2024 [2] Partridge et al., 2020 [3] Partridge et al., 2020; Gupta et al., 2025 (under review)

* Internationally, United Kingdom and New Zealand are leading towards achieving these solutions



SOLUTIONS



#1 | Mandate menu labelling

Mandate menu labelling for energy/kilojoules to be displayed on online menus by all food outlets including fast food outlets and independent restaurants.



#2 | Limit junk food marketing

Introduce policy to limit exposure of the marketing of unhealthy products and brands to children less than 18 years of age.



#3 | Set reformulation targets

Provide incentives to online food delivery sector, restaurants offering convenient, affordable and sustainable meals.



#4 | Enable data access

Require aggregator platforms to share the large volumes of consumer data that they have collected to support research analyses.



#5 | Establish accountability

Set-up ongoing monitoring of company policies and practices.

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