

# JPMorgan's DoorDash card deal can build momentum for co-brand card business

Article

**The news:** JPMorgan Chase and on-demand food delivery provider DoorDash will launch a co-brand credit card on Mastercard's network, per a press release. While neither company

disclosed perks for the DoorDash Rewards Mastercard, the card will feature Mastercard World Elite benefits like identity theft and fraud protections.

**Why it's worth watching:** Food delivery's popularity will set a strong foundation for the DoorDash co-brand card.

- **DoorDash's US restaurant sales are expected to grow 17% year over year in 2022** and reach \$37.34 billion, [according to](#) Insider Intelligence forecasts. While that's slower than last year (+60.4% YoY), we expect the firm's growth will accelerate next year (+18.5% YoY).
- Consumers still value the convenience of food delivery even as inflation squeezes spending. Thirty-one percent of US respondents cited food delivery as the leading omnichannel activity they participate in, [per](#) a 2022 McKinsey report.

Food delivery's endurance might make loyal customers more inclined to try out products like the DoorDash card, which can give them better rewards.

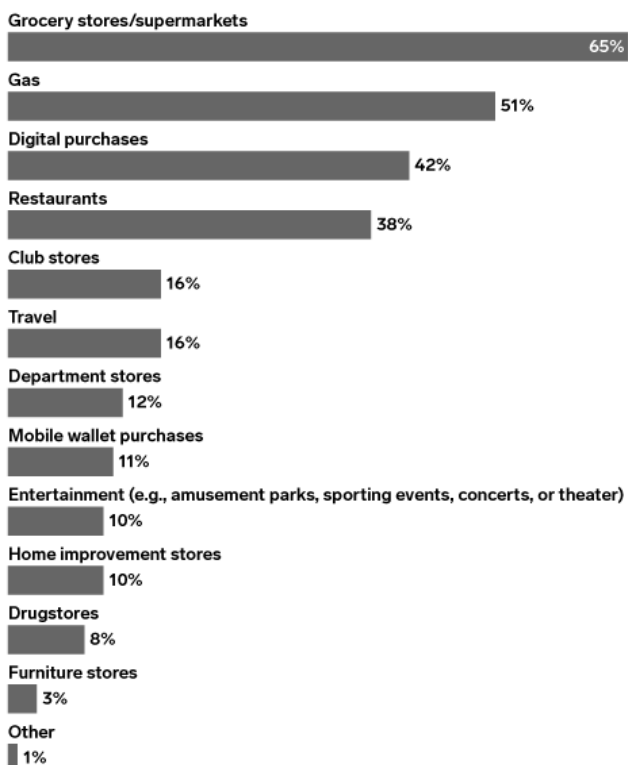
**JPMorgan's opportunity:** The dining-focused co-brand card can bolster Chase card spending and build out its co-brand portfolio—which Co-CEO of consumer and community banking Marianne Lake called a long-term growth driver.

JPMorgan recently [launched](#) the **Instacart** co-brand, and working with DoorDash will reinforce its push into the food sector. The new card will likely deliver on the types of perks consumers seek and value: **38% of US consumers said restaurants provide the most value for earning cash-back credit card rewards**, [per](#) Insider Intelligence's US Cash-Back Credit Card Emerging Features Benchmark 2022. It will also reinforce the shift to [digital co-brands](#), which are set to become more popular as brands adapt their offerings to appeal to digital-native consumers. Digital co-brands also align with [ecommerce](#) growth.

**DoorDash's benefit:** The card will help the company increase customer loyalty and sales volume through brand-specific perks and other shopping rewards. This will help keep DoorDash top-of-mind for customers so it can stay ahead of rivals like **Uber Eats** and **GrubHub**, which don't offer credit cards.

## Types of Purchases US Consumers Feel Provide the Most Value for Earning Cash-Back Credit Card Rewards, May 2022

% of respondents



Note: among those interested in using a cash-back credit card; respondents could select up to 3

Source: Insider Intelligence, "US Cash-Back Credit Card Emerging Features Benchmark 2022," July 2022

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[InsiderIntelligence.com](https://www.insiderintelligence.com)

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