

Restaurant & Alcohol Online Ordering Trends

Fresh insights on consumer dining expectations and a look into restaurant growth strategies.

CANADA EDITION



2024

The menu



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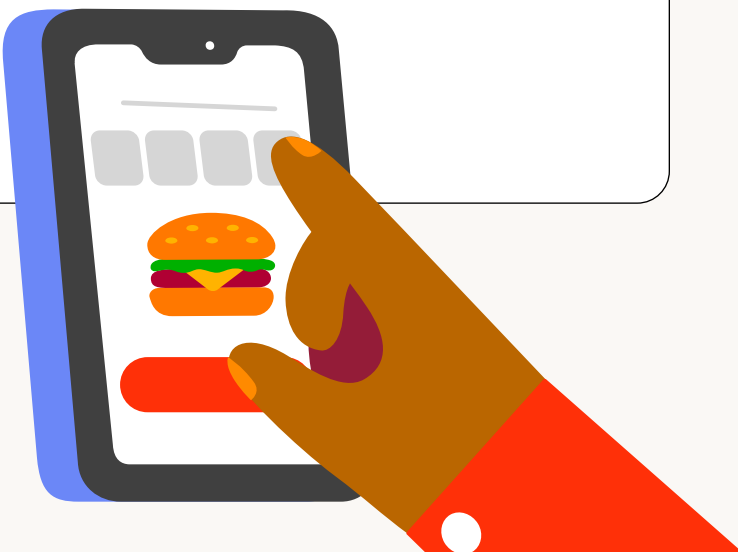
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“There’s a whole world out there. And every little bit that you experience is going to change who you are as a chef, and it’s going to change the plates that you’re going to eventually create and put out.”



Raegan Steinberg
Co-owner of [Arthur's Nosh Bar](#),
Montreal

[Read the full story →](#)



Consumers are seeking rich experiences

Consumers are beginning to get back to the experiences they love. 58% of survey respondents said they are dining at restaurants at the same rate or more than they did last year, and many are prioritizing activities like travel and out-of-home entertainment. “Eatertainment” is booming, with [Canadian consumers looking for more experiential dining options](#) and interactive dining elements.

After seeing [slowing sales](#) in tandem with decreased consumer spending, the industry is rebuilding relationships with guests and rolling out loyalty programs, special promotions, and personalized marketing campaigns to reconnect. Consumers are also more interested than ever in personalized dining and ordering experiences, leading restaurants to invest in technology in all aspects of their business.

Along with a predicted rise in dining out and ordering takeout this year, we’re seeing growth in back-to-office traffic. More than three-quarters of Canadian businesses have an [office requirement in 2024](#), which will likely give rise to more group orders, coffee and lunch pickups, and [business catering needs](#).

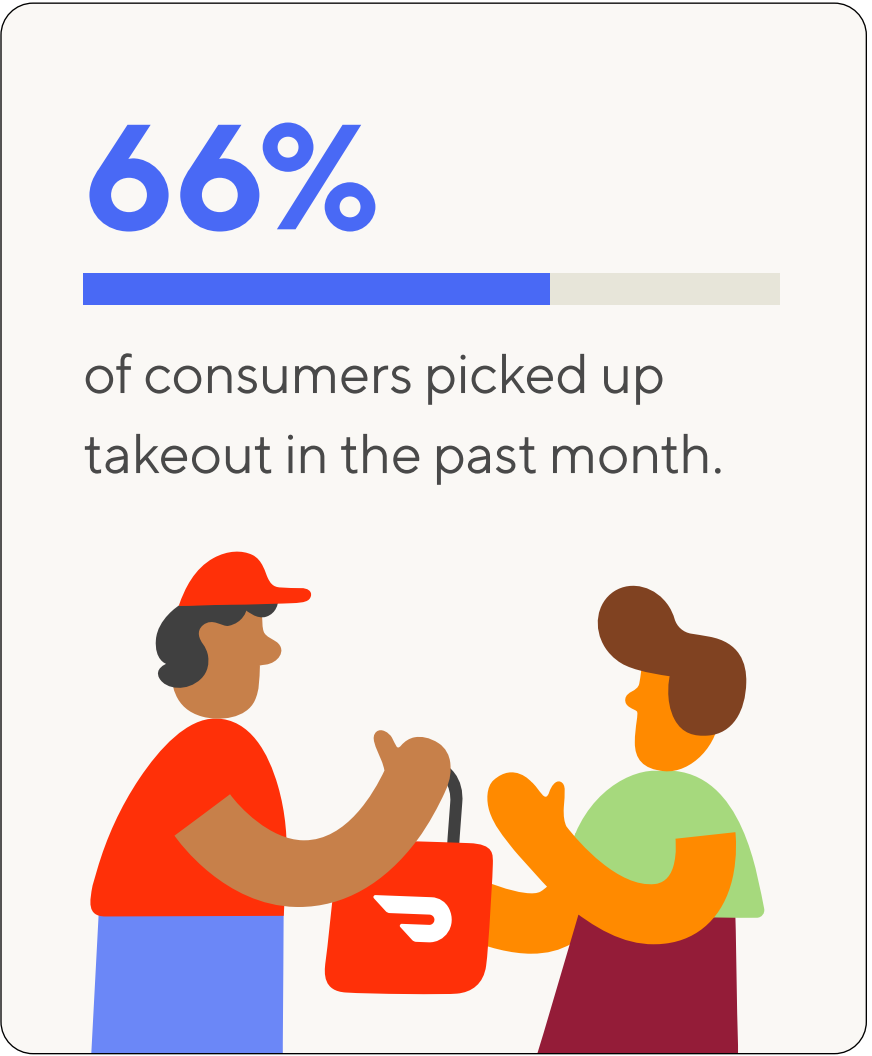
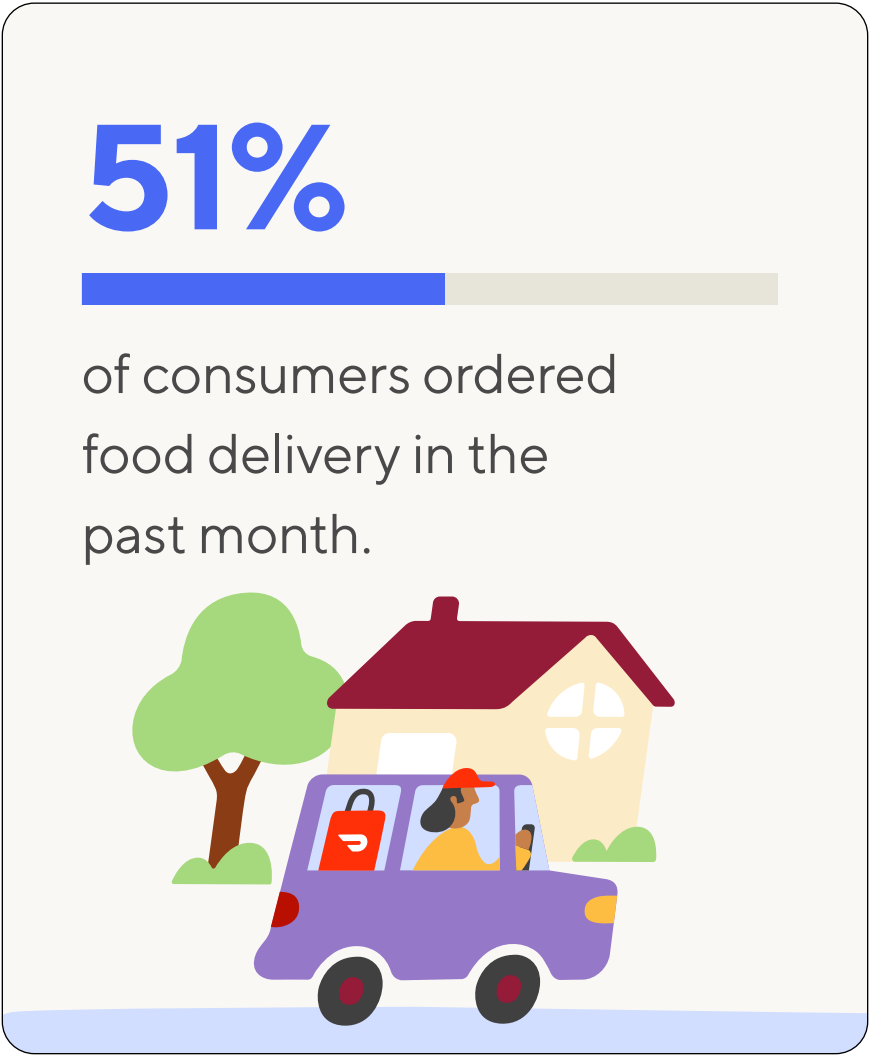
To better understand how restaurants and liquor stores can approach their business strategy in the year ahead, DoorDash surveyed 1,518 consumers across Canada in March 2024 and compiled exclusive insights from their behaviour on the DoorDash app.

Coming up, we’ll explore the takeaways from the data along with actionable steps and resources to implement them.

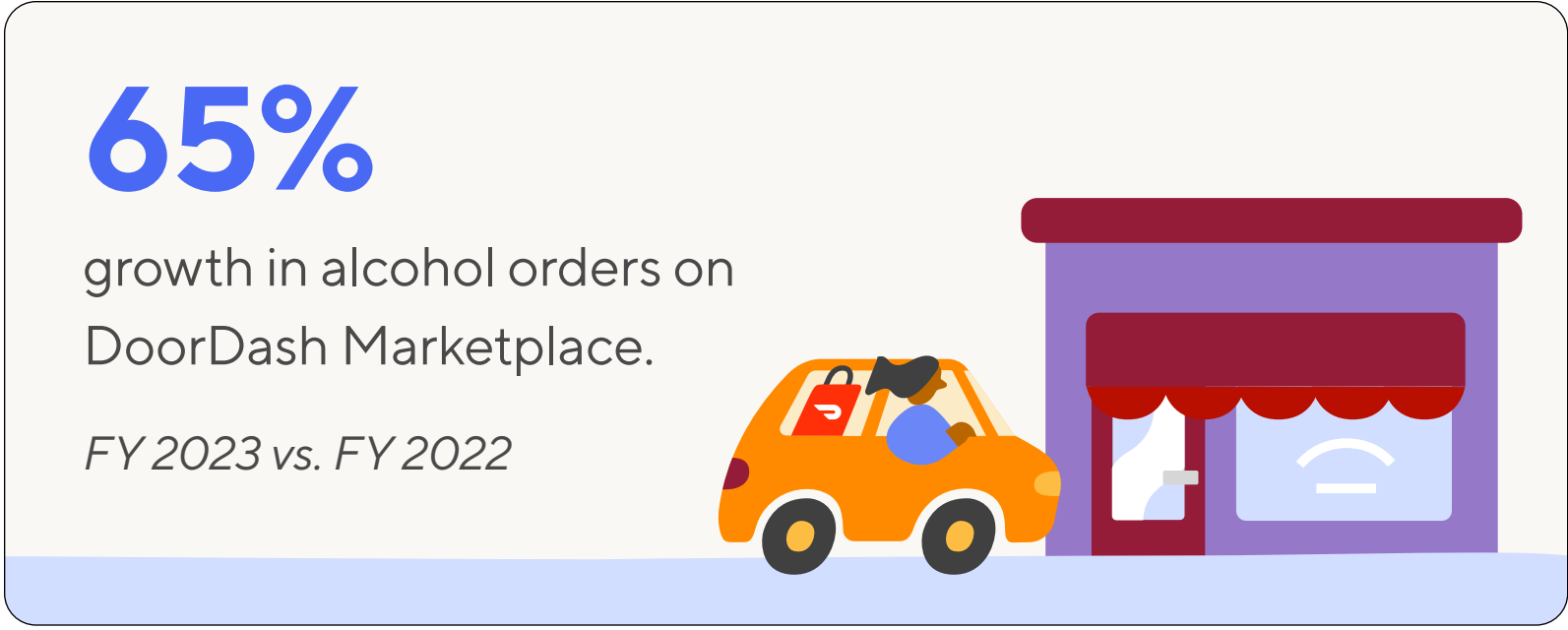
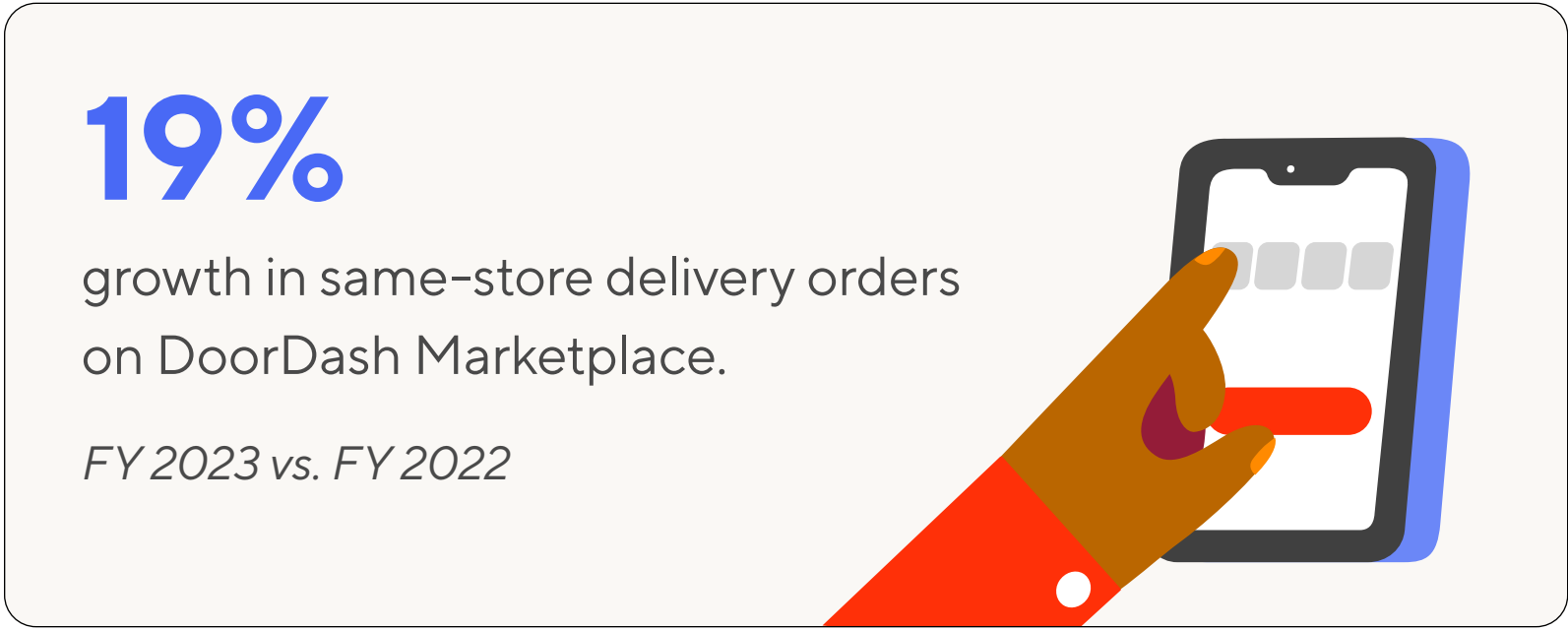


How consumers are ordering food & drinks in 2024

Overall consumer activities



Canadian consumers continue to opt for restaurant delivery and pickup, according to DoorDash data.



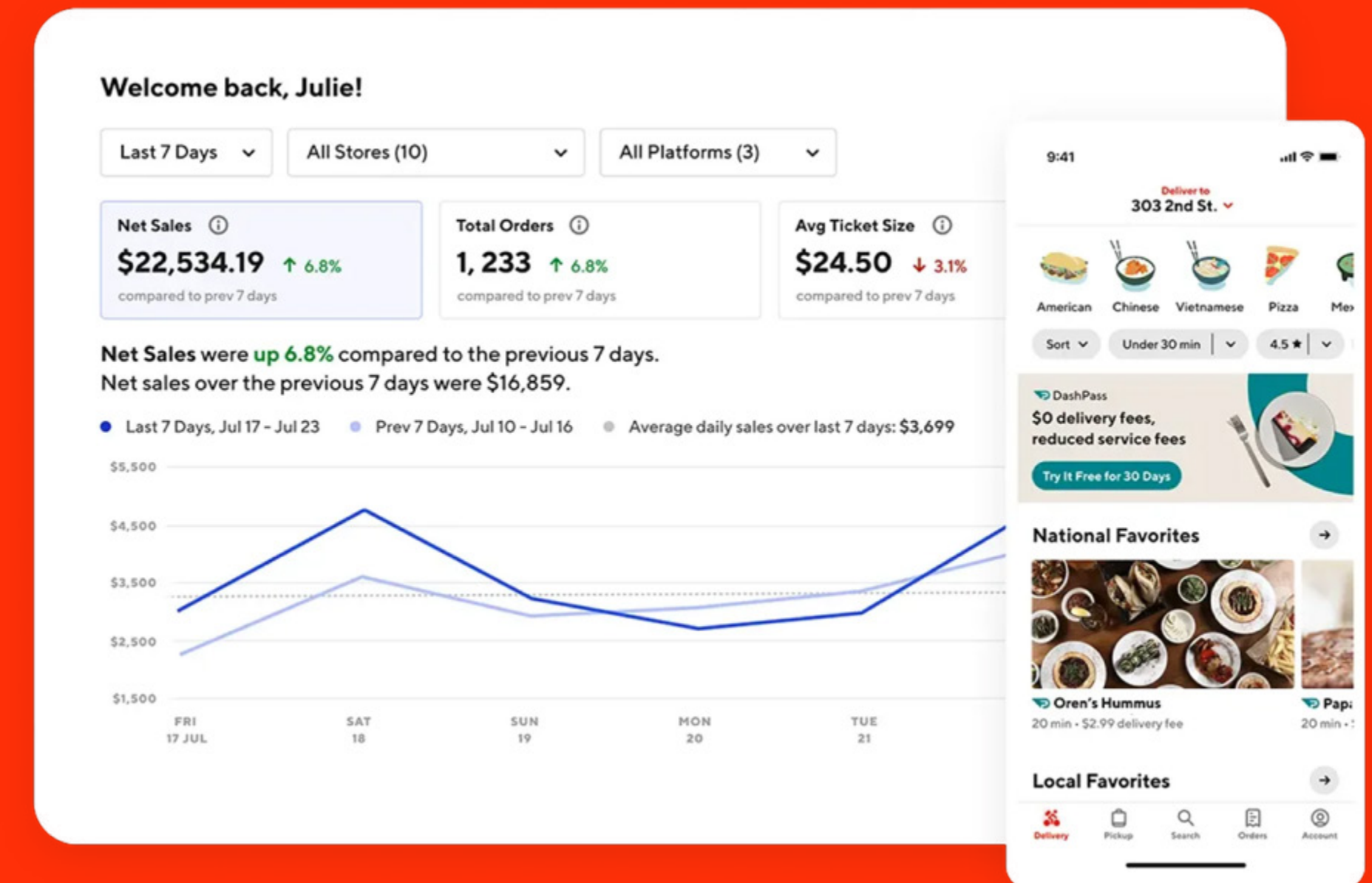
Restaurant and alcohol ordering habits





Build better guest experiences with DoorDash

Partner with DoorDash to gain trust with new audiences and strengthen relationships with your existing customers through seamless online ordering.



- ✓ New merchants get 0% commissions for up to 30 days* on orders placed through DoorDash.
- ✓ Generate online orders on DoorDash, your own website with commission-free online ordering via Storefront, or both.
- ✓ Merchants on DoorDash Plus or Premier Partnership Plans get access to DashPass customers, who spend and order more.
- ✓ Use advanced analytics and growth features in the Merchant Portal to move your business forward.

[Get started](#)

*0% commission for 30 days for Plus and Premier plans. 0% commission for 7 days for Basic plans.

Online diners are putting their favourites on repeat

Over the past decade, much of the consumer dining experience has moved online, and our survey provided interesting insights on consumer habits and expectations.

When ordering out, people want to know exactly what they're getting — the most influential factors are menu pricing and selection. They're making decisions on food and beverage purchases from their phone, finding new restaurants on Instagram, and preferring third-party apps for online ordering. And following overarching consumer trends, people are looking to spend at local restaurants, find convenient ways to host friends and treat themselves, and try new things.



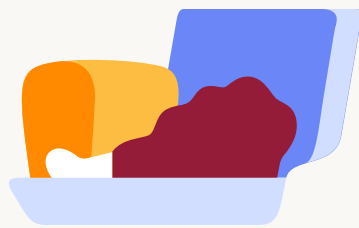
Canadian food and drink preferences

Here’s what consumers have been craving.

Top food orders

Most popular menu items ordered on DoorDash Marketplace in 2023

- 1 Chicken dishes
- 2 Sandwiches
- 3 Pizza
- 4 Sushi
- 5 Vegetable tempura



Top alcohol orders

Most popular alcoholic beverages survey respondents reported recently ordering for delivery*

- 1 Whiskey / Bourbon / Scotch
- 2 Beer
- 3 Rum
- 4 Gin
- 5 Tequila



120%

growth in the low and non-alcoholic beverages market in the past three years.†



Business takeaway

Regularly audit your menu and use [menu engineering](#) to analyze the profitability and popularity of each menu item, then adjust your offerings to promote best-sellers and high-margin items.



Must be 19+ to order alcohol, except where 18+ is permissible in Alberta, Manitoba, and Québec. Drink responsibly. Alcohol delivery available only in select markets.

*Based on 145 survey respondents who recently ordered these items for alcohol delivery.

†Source: NielsenIQ, [Canada’s non-alcoholic revolution](#)

Dining and brand discovery

Consumers are most concerned about menu pricing, menu selection, and recommendations from friends and family when choosing new restaurants.

Overall, 17% of consumers use restaurant social media channels and 13% turn to social media influencers when looking for new restaurants. But among Gen Zers, 23% say that social media influencers are a reason they try a new restaurant (a 44% increase from 2023).

“When customers take our food home, we want you to experience the best food quality possible in the comfort of their own home. We take care and pride in how we package and prepare our things fresh to order every single time to have the ultimate experience of what a home meal should taste like.”



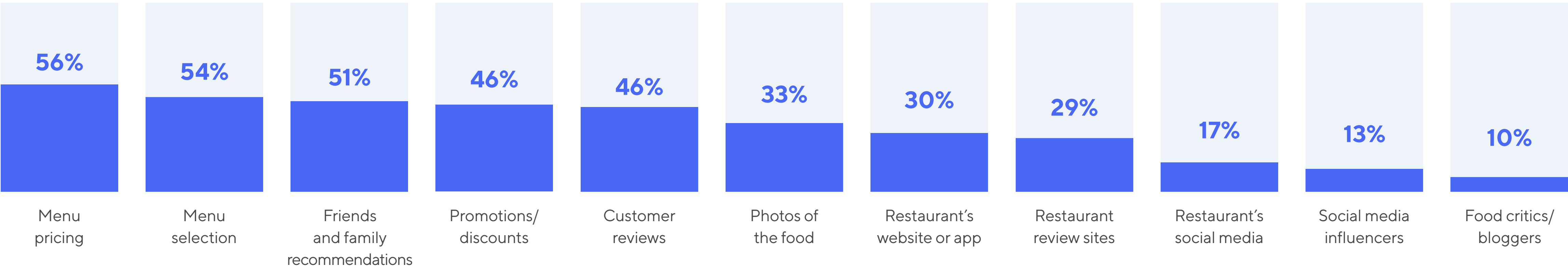
Ana Gonçalves
Co-Owner, [OMG Cafe and Tapas](#)



Business takeaway

Make it easy for consumers to find your restaurant menu online with [local search engine optimization \(SEO\)](#).

Which of the following do you consider when choosing a new restaurant for delivery or pickup?



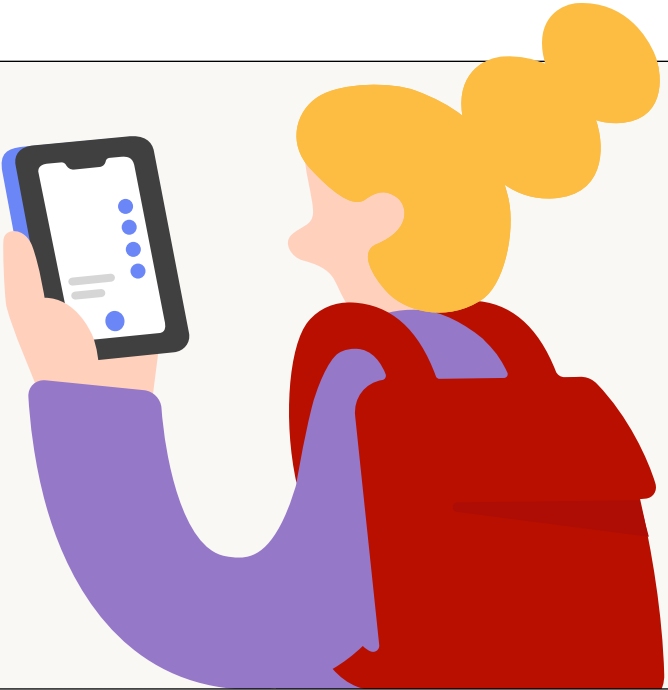
Social media as an awareness channel

Of those who use social media to find new restaurants, Instagram is the most popular social media platform overall (18%), followed by Facebook (14%) and YouTube (12%). But among Gen Z, TikTok is gaining prominence with 19% using it to find new restaurants, behind Instagram (29%). For Millennials, the main social media sources are Instagram (21%) and Facebook (17%).

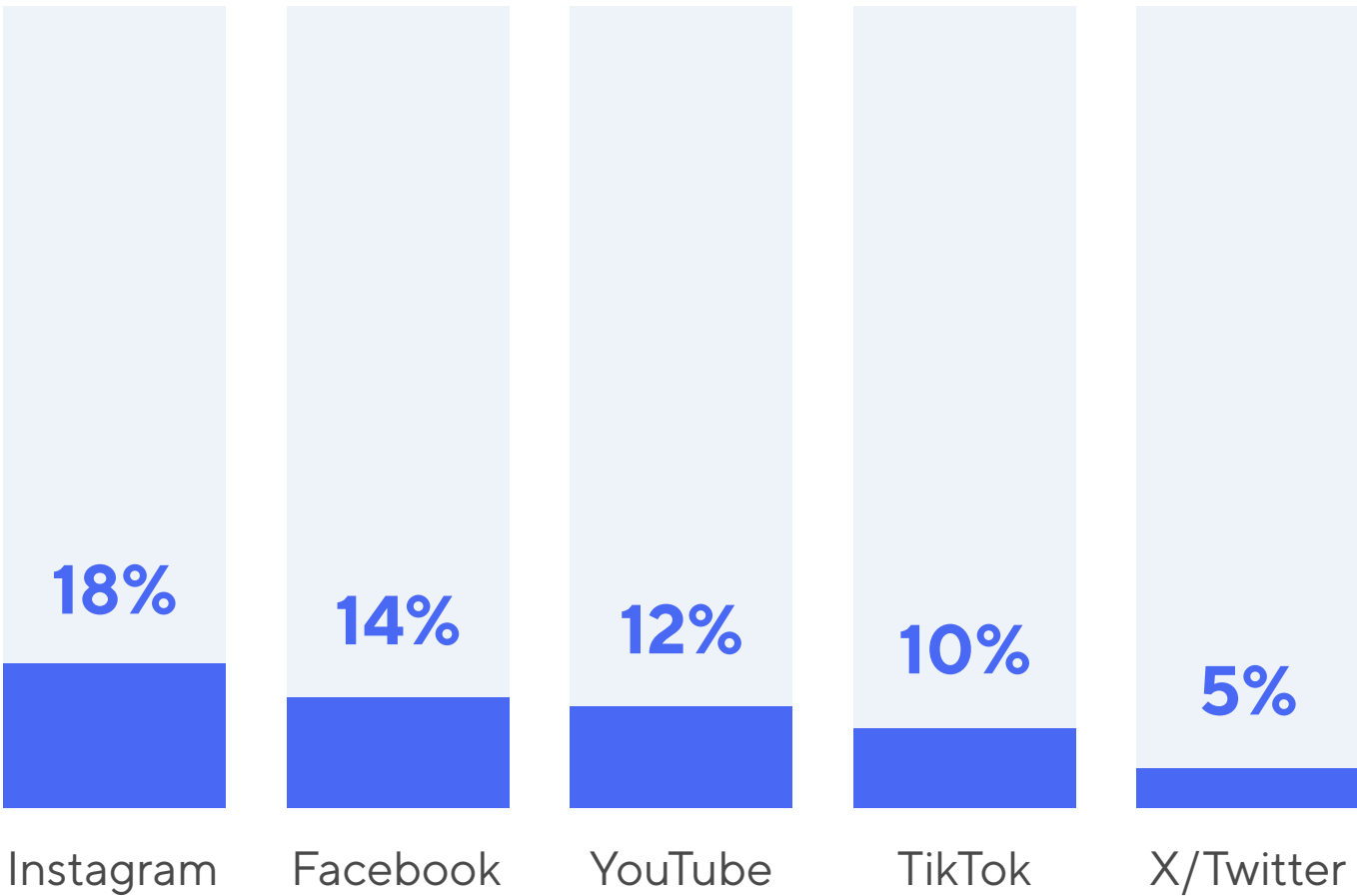
When looking at the breakdown of those who use social media to explore restaurants by gender, women are more likely to use Instagram (22% vs. 15% of men), while men are slightly more likely to use YouTube (14% compared to 10% of women).


29%

of Gen Zers who use social media to find new restaurants prefer Instagram, followed by TikTok (19%).



Which social media platforms do you use to discover restaurants? (Top 5)





Business takeaway

Showcase the best side of your business online with [engaging social media pages](#) featuring [beautiful food photography](#).

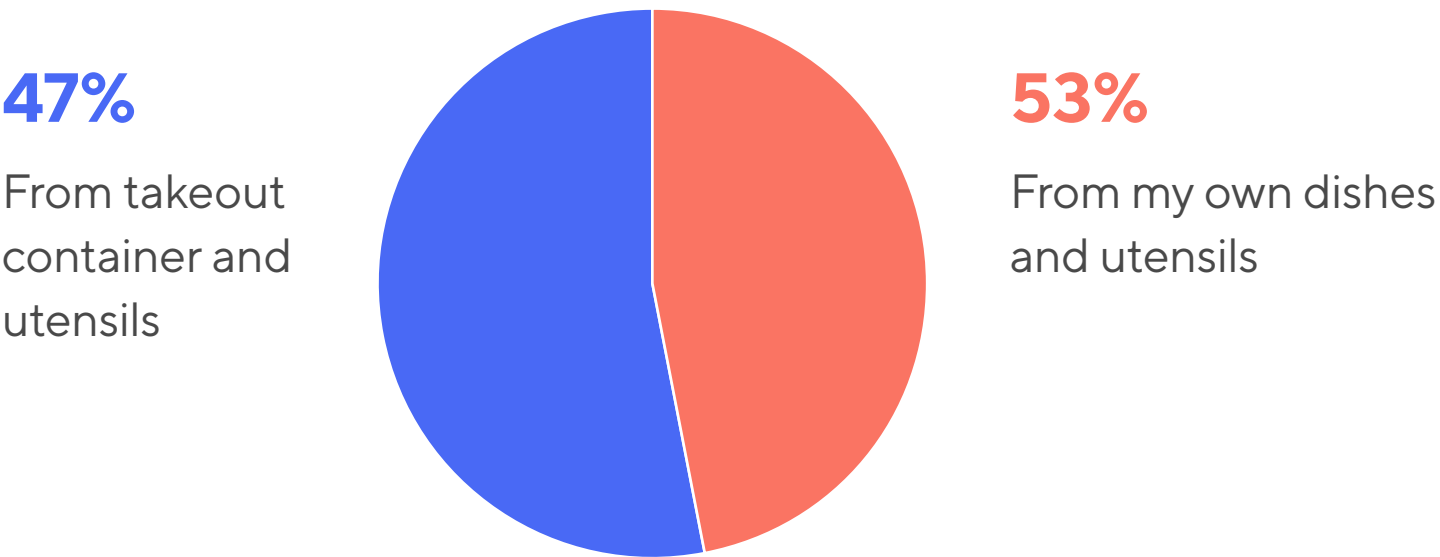


Dining routines

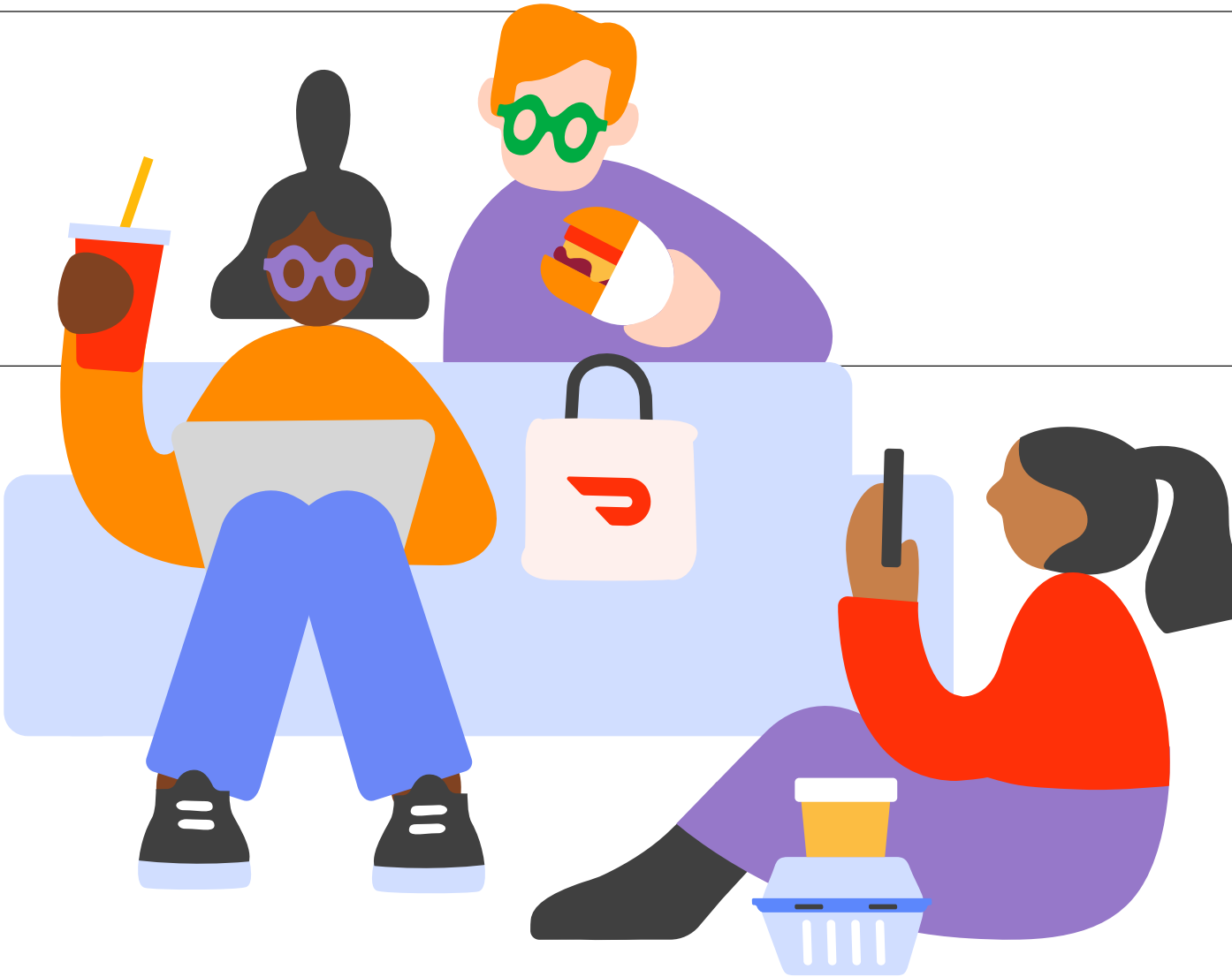
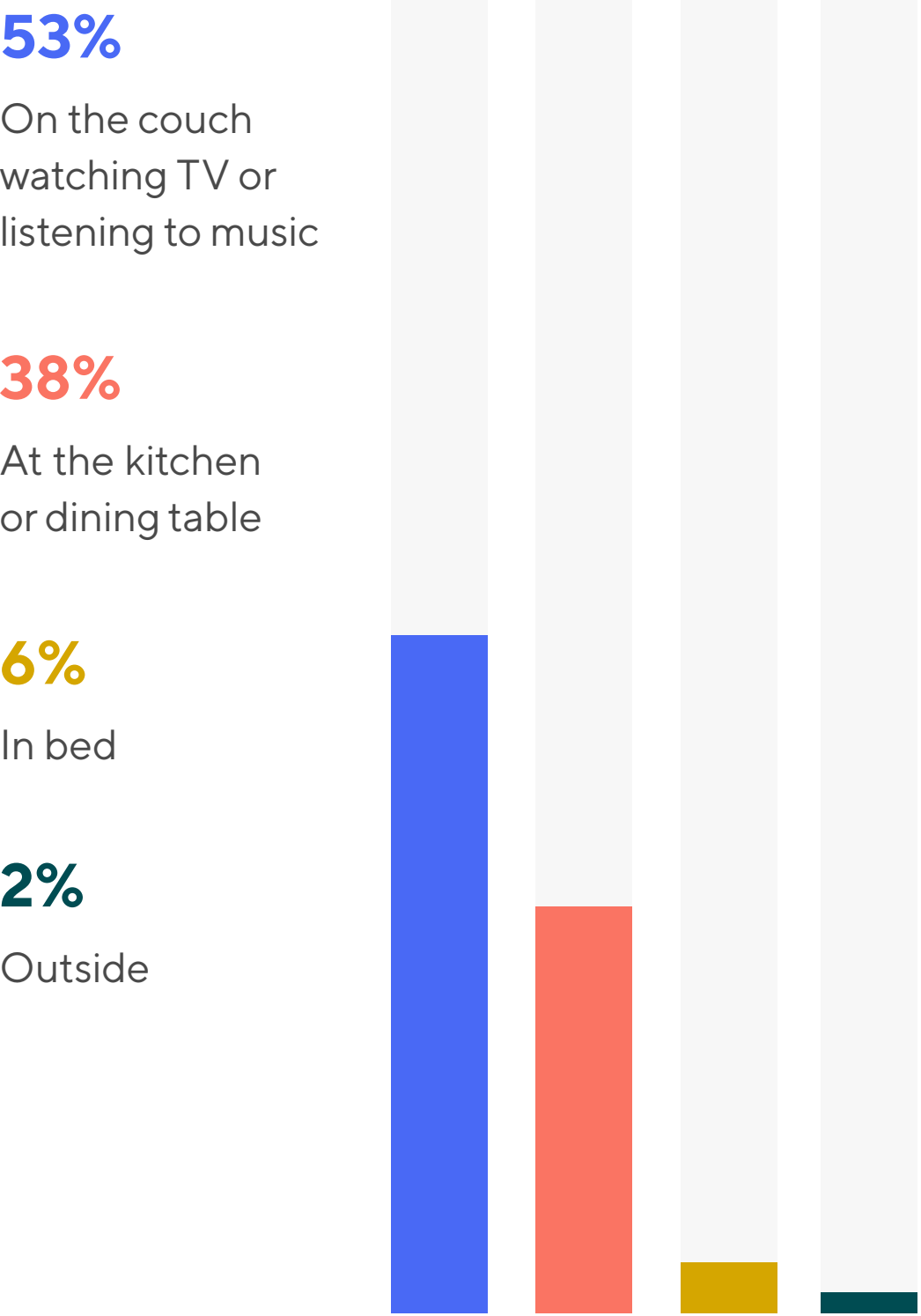
There’s nothing like curling up in front of a new episode of your favourite show with your go-to meal. It’s the ultimate cozy, convenient experience while working from home, getting home after a long shift at work, or having friends over. And speaking of convenience – why do dishes when you can eat out of your takeout container? It’s a win-win.

Still, Canadians are split on using the original takeout container, with just over half plating their meal and using their own utensils. When looking at the generational differences, more than three-quarters of Baby Boomers use their own dishes and utensils. And 15% of Gen Zers most often eat delivery from the comfort of their... bed!

How do you eat delivery or takeout food at home?



Where do you most often eat delivery or takeout at home?



Business takeaway

Younger consumers prefer sustainable businesses, and since many consumers report eating right from the takeout container, invest in high-quality, eco-friendly packaging to transport your meals.

Third-party apps are consumers' first choice for online ordering

People are creatures of habit — 60% of consumers choose restaurants they visit often when they order for delivery or takeout. A new habit that’s emerged in the past decade is the online ordering routine. For 28% of consumers, third-party apps are their preferred way to browse for food — but Gen Z (46%) and Millennials (35%) are even more likely to use these apps than older cohorts. And third-party platforms are the top channel for online ordering.

Third-party app users are more frequent orderers than their telephone-using counterparts — 28% of consumers order via third-party app at least 5X per month, compared to only 17% who order that often via phone call. On the on-premise side, nearly seven in 10 consumers report dining out at a restaurant in the past month, up more than 10% year over year.

“We can increase sales and reach more customers with delivery systems. DoorDash will [help] increase our sales by having our presence on [their] platform.”



Ana Gonçalves
Co-Owner, [OMG Cafe and Tapas](#)



On-premise

69%

of consumers report dining at a restaurant in the past month.
Compared to 62% in 2023.

Online ordering

33%

of consumers report placing repeat orders at least weekly.
Compared to 25% in 2023

Restaurant selection

35%

of diners actively seek out local restaurants.

Online ordering

75%

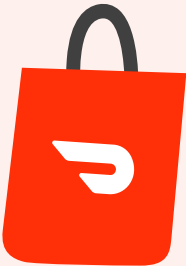
of diners order on third-party apps at least 2X per month.

Significant year-over-year increase

Restaurant delivery & takeout preferences

Food delivery often saves the day, with 65% of consumers using delivery for last-minute situations in the past month, and about one in five order delivery when hosting at home. Two-thirds of consumers have recently ordered takeout or pickup, and just over half have recently ordered delivery.

Last-minute delivery needs are slightly more common among men — 68% of men reported a recent urgent order, compared to 63% of women. Looking by generation, it’s more common for Gen Zers (19%) and Millennials (18%) to make last-minute orders than Gen Xers (9%) or Baby Boomers (4%).



Business takeaway

Offer up [curated ordering and upsell options](#) for the host with the most, the last-minute meal planner, or the busy consumer that are tailored to different situations, groups, or meal types.

Hosting

22%

of consumers order delivery when they host at home.

Online ordering

66%

of consumers report ordering takeout/pickup in the past month.



DoorDash restaurant ordering trends

Based on our data, ordering delivery and takeout tends to be a nice break from the hustle and bustle of everyday life. DoorDash users tend to order most often on Fridays after a long week of work. Orders spike around lunch and dinner, with 6 pm as the overall most common time, but breakfast is rising in the ranks. Breakfast meals from 5 - 11 am saw 45% growth year over year, and early morning (or late night) orders from 12 - 5 am grew by 36%.

People are also looking for something new — 57% of DoorDash users ordered from a new store between Q4 2023 and Q1 2024, up from 53% at the same time last year.



Business takeaway

Capture off-peak orders by [adjusting business hours](#) to be open beyond the traditional lunch and dinner rush. Before going all-in, experiment with new hours for a month or two, then track the impact on sales and staffing.



19%

growth in same-store delivery orders on DoorDash Marketplace.

FY 2023 vs. FY 2022

57%

of DoorDash users ordered from a new store between Q4 2023 and Q1 2024.

Up from 53% at the same time last year

How DoorDash helped this BarBurrito franchise increase sales by 84%

BarBurrito, a leading Canadian franchise, offers a wide array of Tex-Mex favourites across its 250+ locations. Known for its fresh, healthy options, BarBurrito serves burritos, tacos, quesadillas, and bowls with customizable toppings. Sunny Singh, owner of the Canary District BarBurrito in Toronto, chose to join the franchise for its flexible menu and customer-centric approach. “If I had to choose one word to describe my restaurant? Lively. When a customer comes in, they can use their imagination,” says Sunny. This spirit of customization has helped Sunny’s location achieve significant growth, with substantial year-over-year increases in DoorDash orders and sales.

[Read the BarBurrito growth story →](#)

“The DoorDash tablet is very detailed — it tells you everything, from driver arrival information to maps of where a customer is located. Not all apps do that.”



Sunny Singh
CEO, Owner, Canary District BarBurrito

67%

year-over-year growth
in DoorDash orders

84%

year-over-year growth
in DoorDash sales

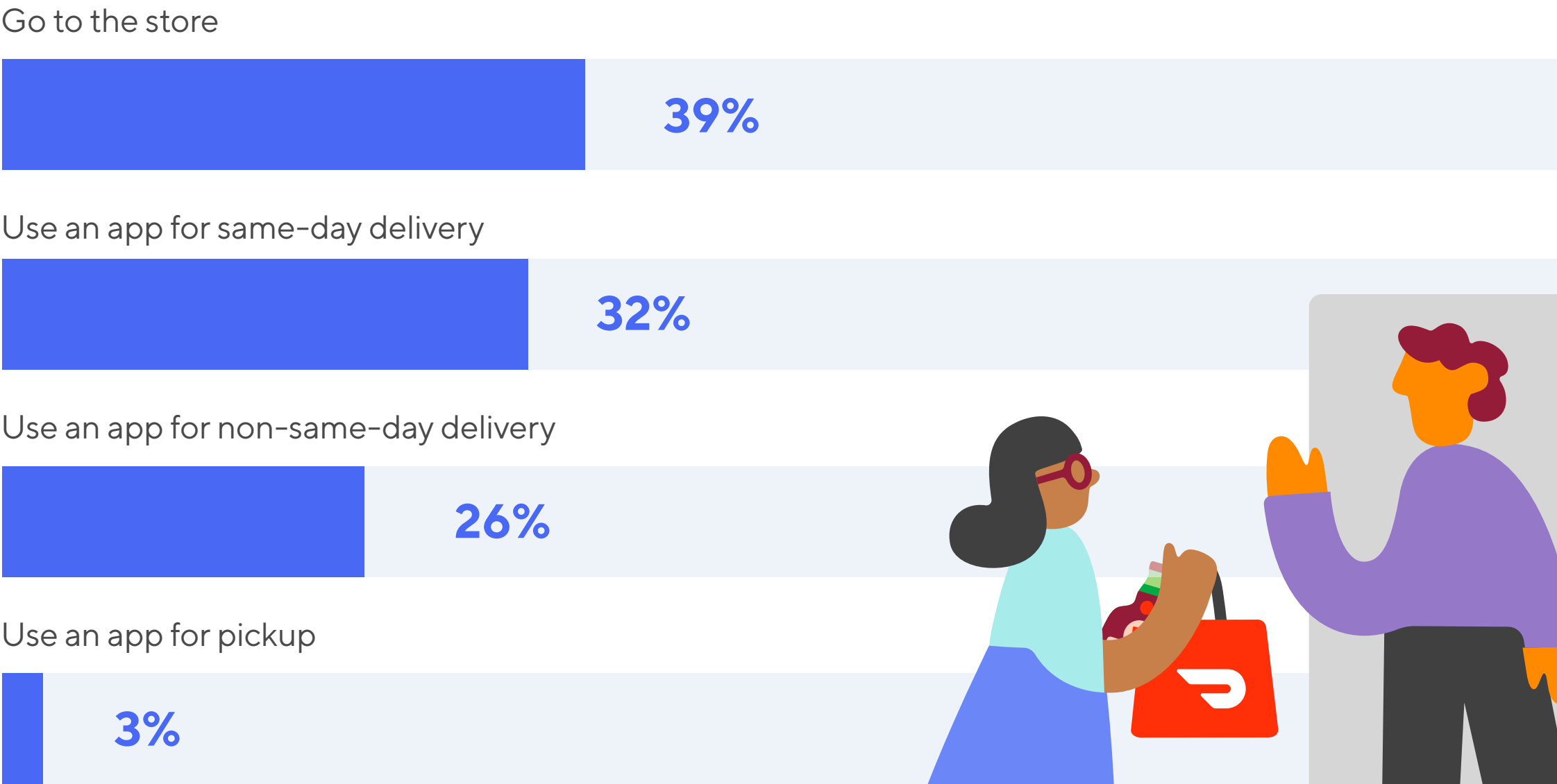


For hosting or personal treats, consumers use alcohol delivery

The way that people drink and buy alcohol continues to shift — in 2024, 57% of consumers say they prefer ordering alcohol delivery via third-party apps, and nearly a third prefer to order for same-day delivery. Online ordering is convenient and a special treat for consumers. They turn to on-demand alcohol delivery when they want to treat themselves, or when they’re hosting. When shopping for alcohol online, consumers order from a mix of liquor stores, grocery stores, convenience stores, and restaurants — and 35% report ordering alcohol for delivery more than last year.

In 2024, consumers say their top beverages for online delivery are whiskey, beer, rum, and gin. At the same time, [younger generations are embracing “sober curious” lifestyles](#) and gaining interest in “NoLo” (non and low-alcohol) drinks, increasing demand for “booze-free alternatives”.

Besides restaurants and bars, what is your preferred method of buying alcohol?



DoorDash alcohol ordering trends

Besides purchasing alcohol at restaurants or bars, respondents’ prefer going to the store to shop (39%), followed by using an app or website to get same-day delivery (32%).

Compared to last year, 82% of respondents are ordering alcohol delivery the same or more often. And in the past six months, consumers report ordering alcohol online via third-party apps 4.8 times — equivalent to about once every six weeks. More than half (51%) of alcohol deliveries are same-day or last-minute orders.



Image source: [Instagram](#)

65%

year-over-year growth in alcohol pickup and delivery orders on DoorDash.

Saturday

is the most popular day to order alcohol for delivery on DoorDash.

5 – 9 pm

is the most popular delivery window for alcohol ordering.

Based on 2023 DoorDash data



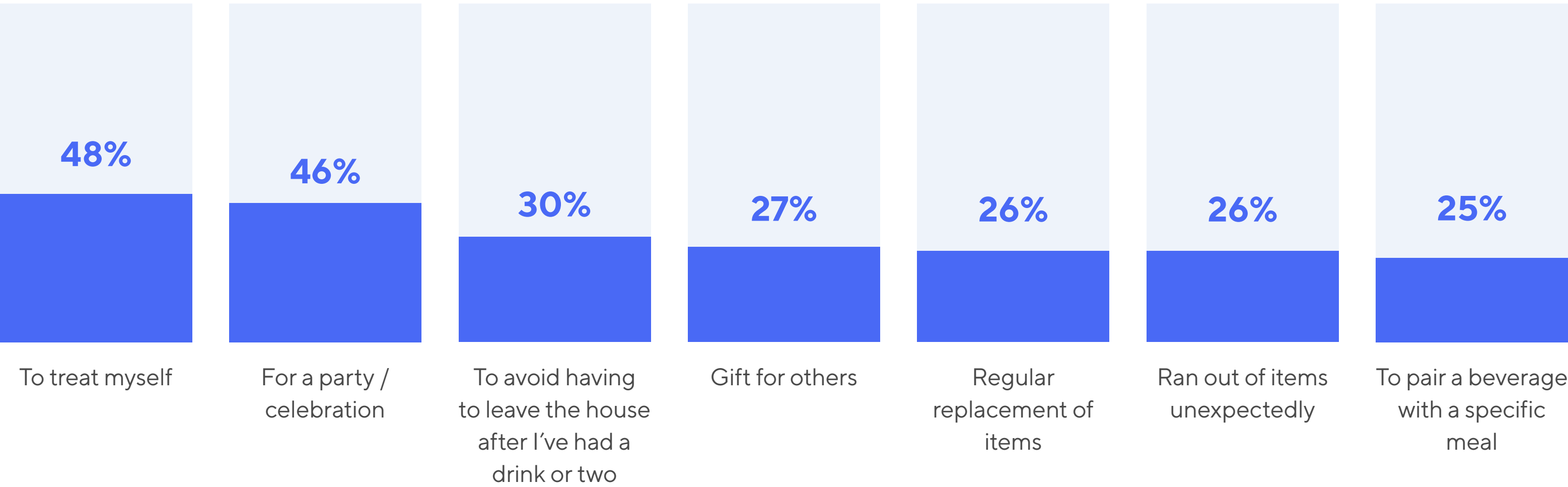
Alcohol delivery occasions

When ordering alcohol for delivery, the main motivators for consumers are to treat themselves (48%), and for parties or celebrations (46%).

Consumers are also looking to order alcohol delivery for gifts (27%). Sending a bottle as a thank you, to celebrate a milestone, or as a holiday present remains an elegant option for sending an alcohol gift.



When consumers order alcohol for delivery



Business takeaway

Strategically market [curated packages for specific occasions](#) that customers may be shopping for. How about a summer BBQ bundle? Or a “Congrats!” gift package with prosecco and chocolates?



Alcohol delivery & pickup preferences



Ordering alcohol online for delivery or pickup remains in favour this year — 82% of consumers say they’re ordering about the same or more delivery as they did last year, and 72% are ordering the same or more alcohol for pickup.

When ordering alcohol online for delivery, 72% of consumers use third-party apps (up from 53% from 2022), compared to 37% and 29% who use a restaurant’s or store’s website, respectively. And when asked about their favourite way to order alcohol for delivery, the #1 preferred method (57% of consumers) is using third-party apps.

Online ordering

82%

of consumers report ordering alcohol for delivery the same or more than last year.

Online delivery

72%

of consumers report ordering alcohol delivery via third-party apps in the past 6 months.

Online delivery

#1

preferred method of ordering alcohol for delivery is third-party apps.

Pickup ordering

72%

of consumers report ordering alcohol for pickup the same or more than last year.



Alcohol delivery motivations



Consumers are looking for ways to take stress and worry out of their lives. Shoppers cited time-savings (41%), convenience (36%), and not having to leave the house (36%), as their top reasons for using alcohol delivery services.

[Canadians are increasingly less likely to own or lease cars, amidst inflation concerns](#), so delivery options help eliminate a major hassle for hosts. 19% of shoppers cited the ease of not having to carry alcoholic beverages home as their top reason for ordering delivery.



Business takeaway

Make safety a part of your business strategy. Place [clear signage around your business](#) that you offer delivery and get ready for celebrations in your community.

Why do you choose to order alcohol via delivery rather than shopping in person?



Most popular types of alcohol

This year, consumers say their favourites for alcohol delivery are whiskey, beer, rum, and gin.* The super popular “hard seltzer” [moment may be plateauing](#), bringing familiar beverages back to the forefront.

Notably, [low ABV and non-alcoholic drinks are also gaining interest](#). One in ten Gen Z and Millennial consumers report ordering low-ABV or non-alcoholic beverages for delivery in the past six months. An [alcohol-free liquor store has even opened up in Vancouver](#).



Business takeaway

[Smart inventory management](#) can help improve profitability, and it’s largely impacted by consumer trends. One month, hard seltzers might sell out, but the next, it’s all about craft beers. Regularly analyze your stock and sales, and adjust orders from your suppliers.

Most popular beverages ordered for delivery in the past 6 months



*Based on 145 survey respondents who recently ordered these items for alcohol delivery.



How LCBO partners with DoorDash to offer safe same-day alcohol delivery

The Liquor Control Board of Ontario (LCBO) is a liquor retailer in Canada with almost 700 stores and more than 28,000 products in their inventory. They're committed to reaching consumers in convenient ways and [partnered with DoorDash](#) to reach more Canadians with safe, convenient same-day liquor delivery. DoorDash reaches around 70% of the Ontario population, which opened up a huge opportunity for LCBO's growth.

"Ontario residents can now have their favourite local or international beer, wine, and spirits from the LCBO delivered straight to their doorstep."



Shilpa Arora

General Manager, DoorDash Canada

How DoorDash verified alcohol delivery works

- 1 Customers upload their ID before completing their purchase, which is subject to a validation process.
- 2 Dashers are prompted to physically check and scan customer IDs, using the DoorDash app to verify the customer is of legal drinking age, before completing the delivery.
- 3 Dashers are prompted to check for any signs of intoxication.
- 4 Deliveries may only be successfully completed when all safety steps have been completed.

Find out more about offering alcohol delivery on DoorDash →

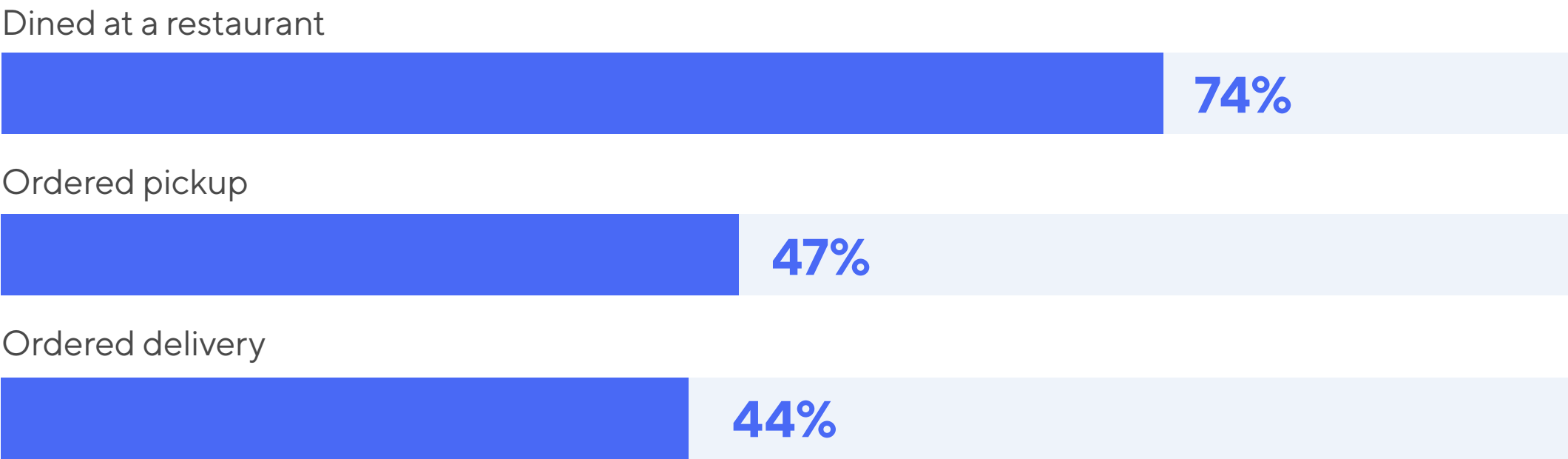


Online ordering trends in Québec

In addition to analyzing the greater Canadian population, we looked at ordering trends in a survey of 725 Canadians from Québec in March 2024. Here’s what we found.

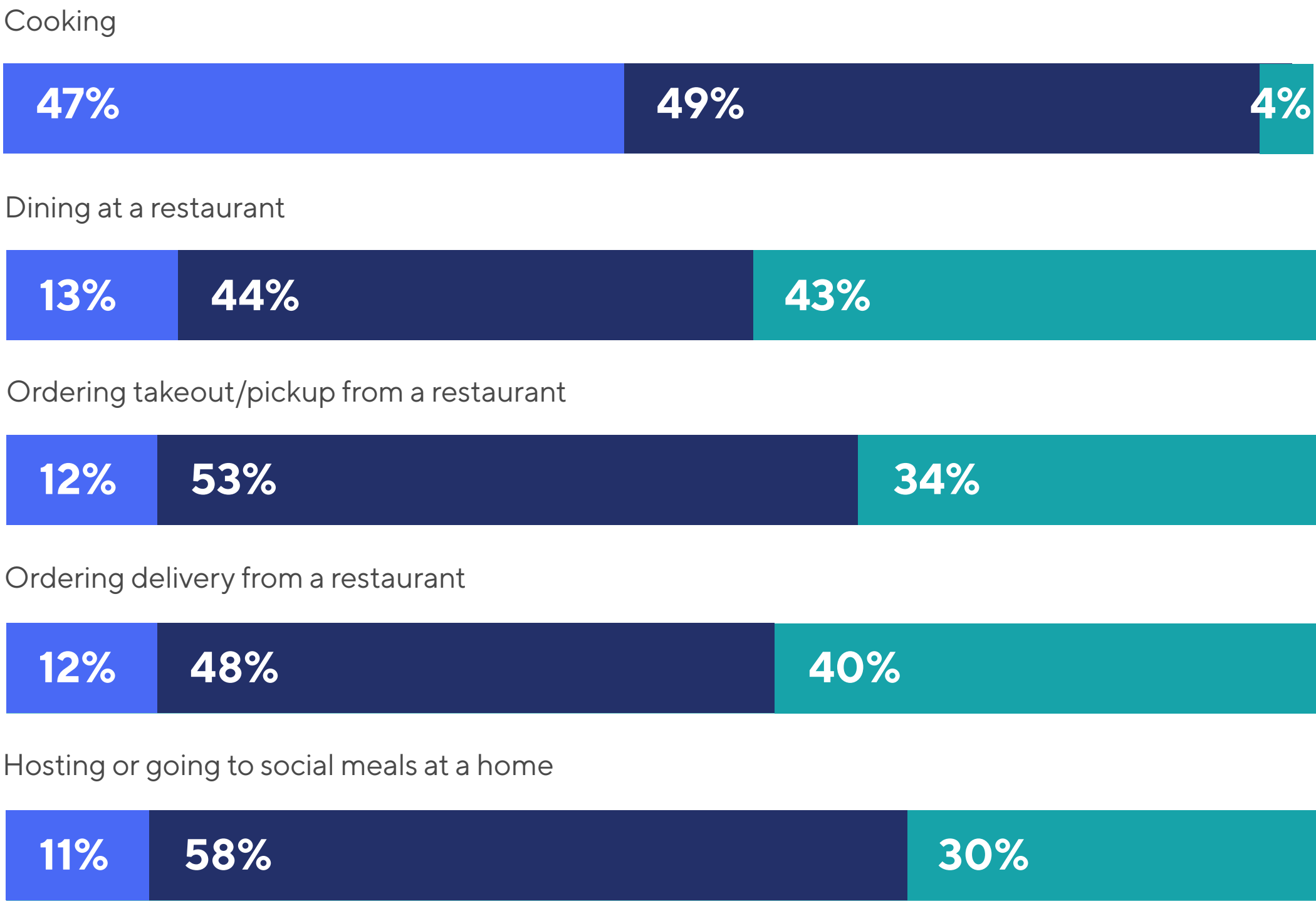
Like the general population of Canadians, seven in 10 Quebecers report that they’ve dined out at a restaurant in the past month — but for this audience, it’s up significantly from only 62% in 2023. 60% of Quebecers are ordering delivery the same or more often as last year.

In the past month, which of the following activities did you do?



Thinking about now versus a year ago, how have the following activities changed for you?

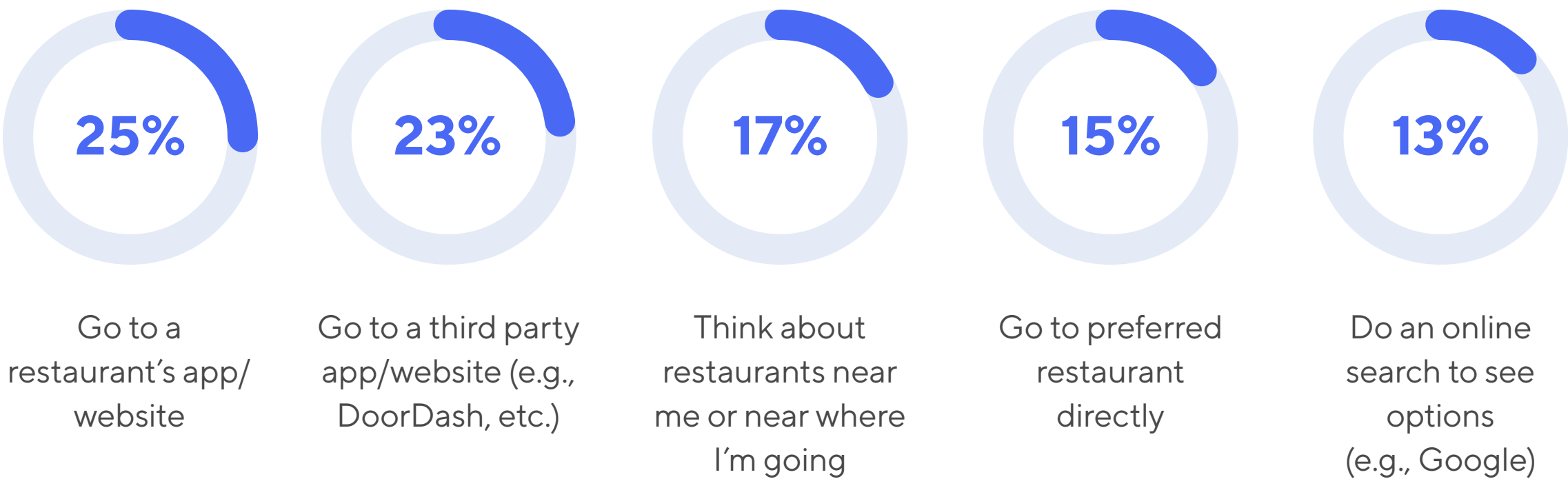
- I do this more often now than last year
- I do this about the same now as last year
- I do this less now than last year



Restaurant ordering trends

When deciding where to order food for delivery or takeout, the majority of consumers in Québec rely on digital channels. 25% of respondents go to a restaurant’s website and 23% turn to third-party apps, compared to 17% who simply think about which restaurants are nearby.

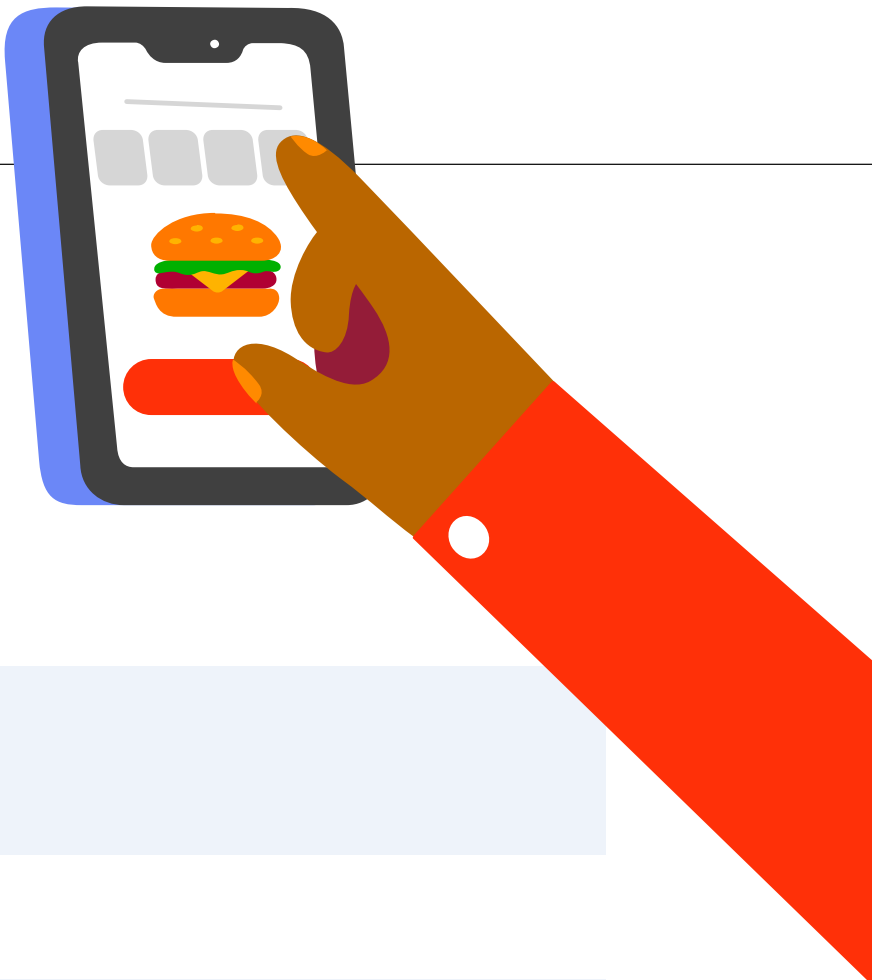
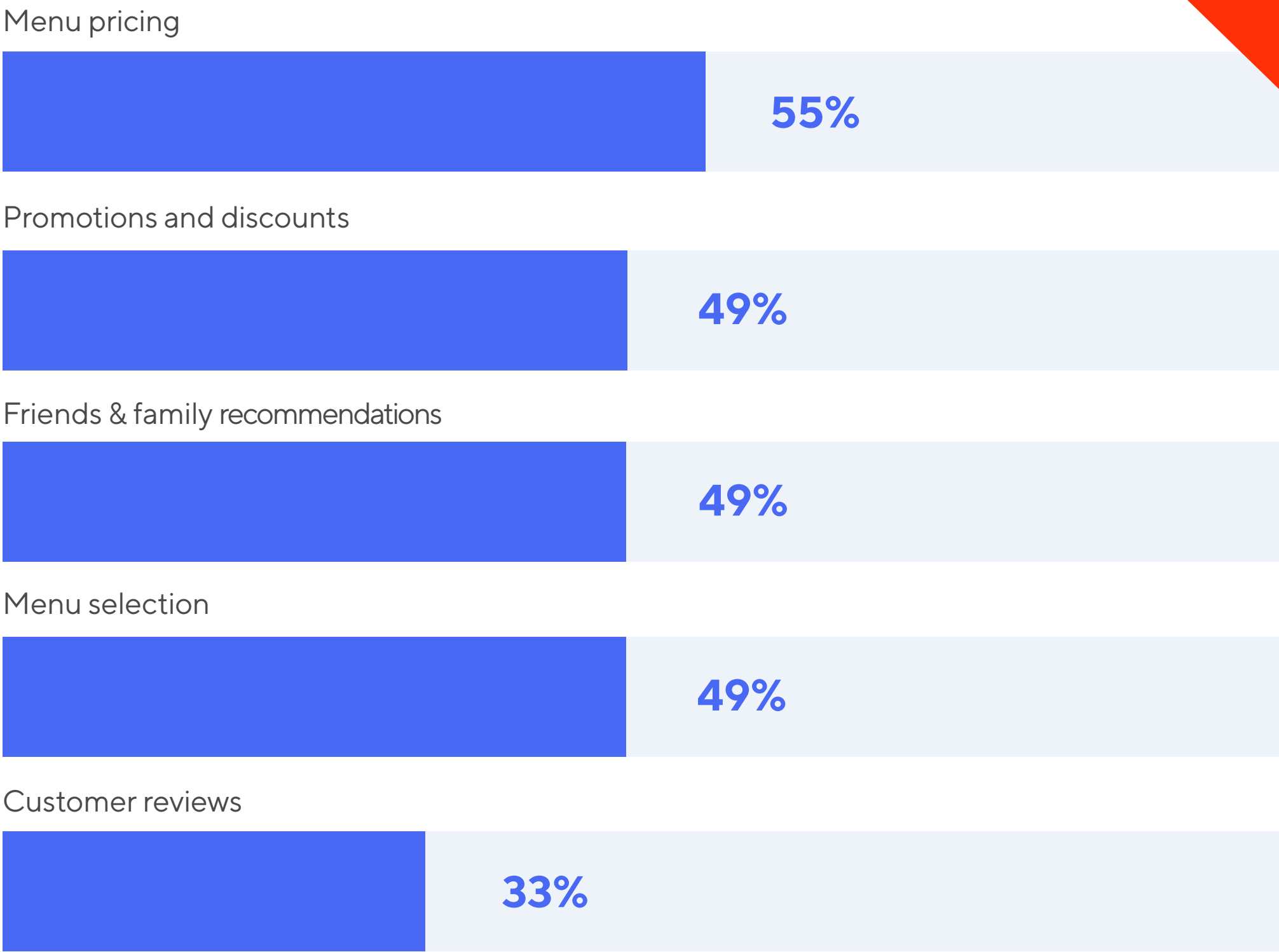
When deciding where to order delivery or takeout food, how do you start the process?



Like the general Canadian population, menu pricing is the top consideration when choosing a restaurant (55%) – though for Quebecers, promotions and discounts (49%) are a close second, on par with friends and family recommendations (49%) and menu selection (49%).

47% of respondents try new menu items to explore new cuisines, 43% do so because the price is right, and 38% want to treat themselves.

Which of the following influences you to try a new restaurant for delivery or pickup?



Food delivery and pickup trends

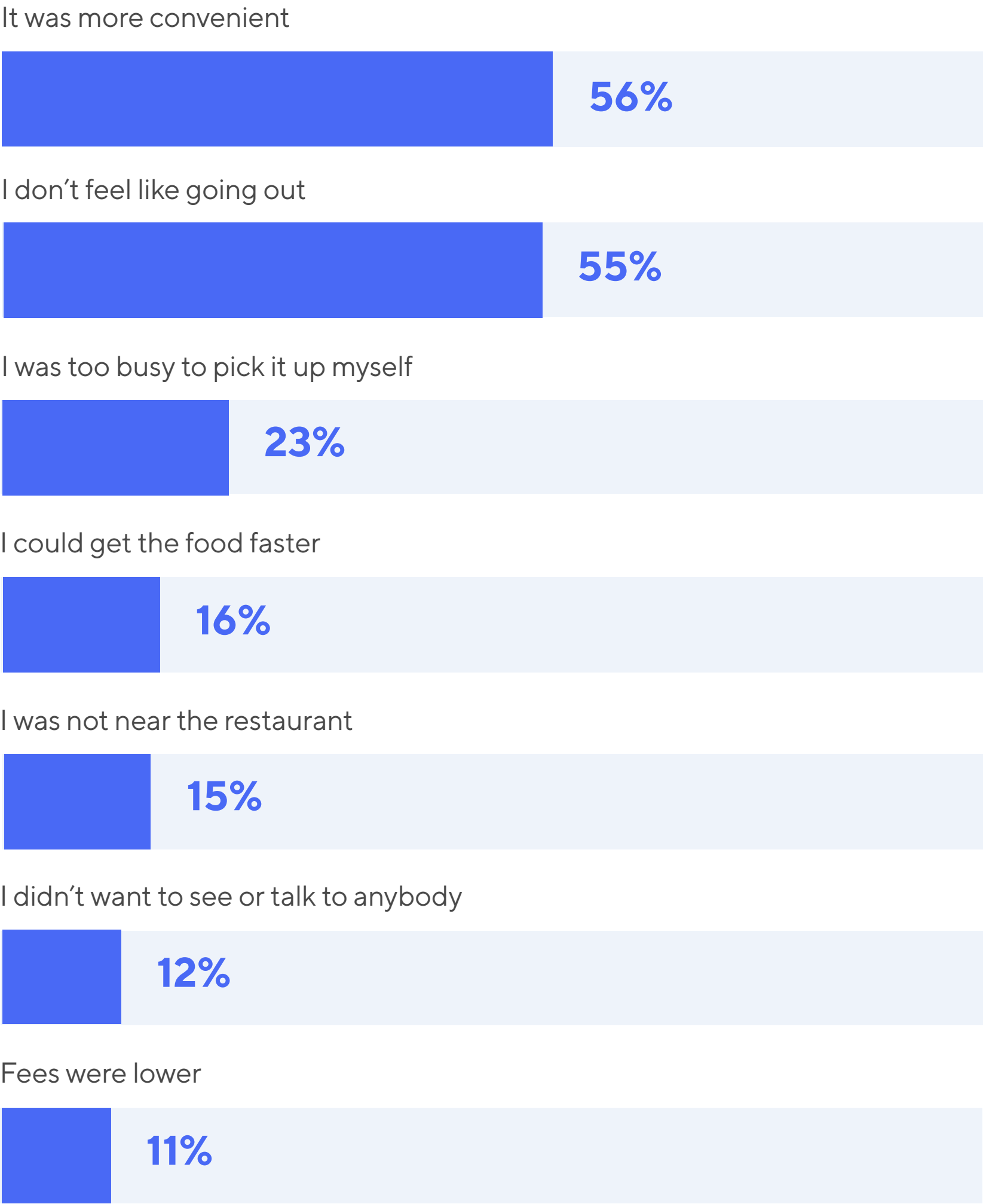
For many consumers in Québec, ordering from restaurants is part of the routine — 49% ordered delivery using third-party apps two to four times in the past month.

In fact, the #1 preferred method for ordering delivery (36%) and pickup (41%) is third-party apps.

When asked why they choose delivery over pickup, most Québec respondents want the convenience and ease of not going out. But some Québec consumers favour pickup because they happen to be near the restaurant (48%), the fees are lower (38%), or they can get the food faster (32%).



Top reasons Quebecers choose delivery over pickup



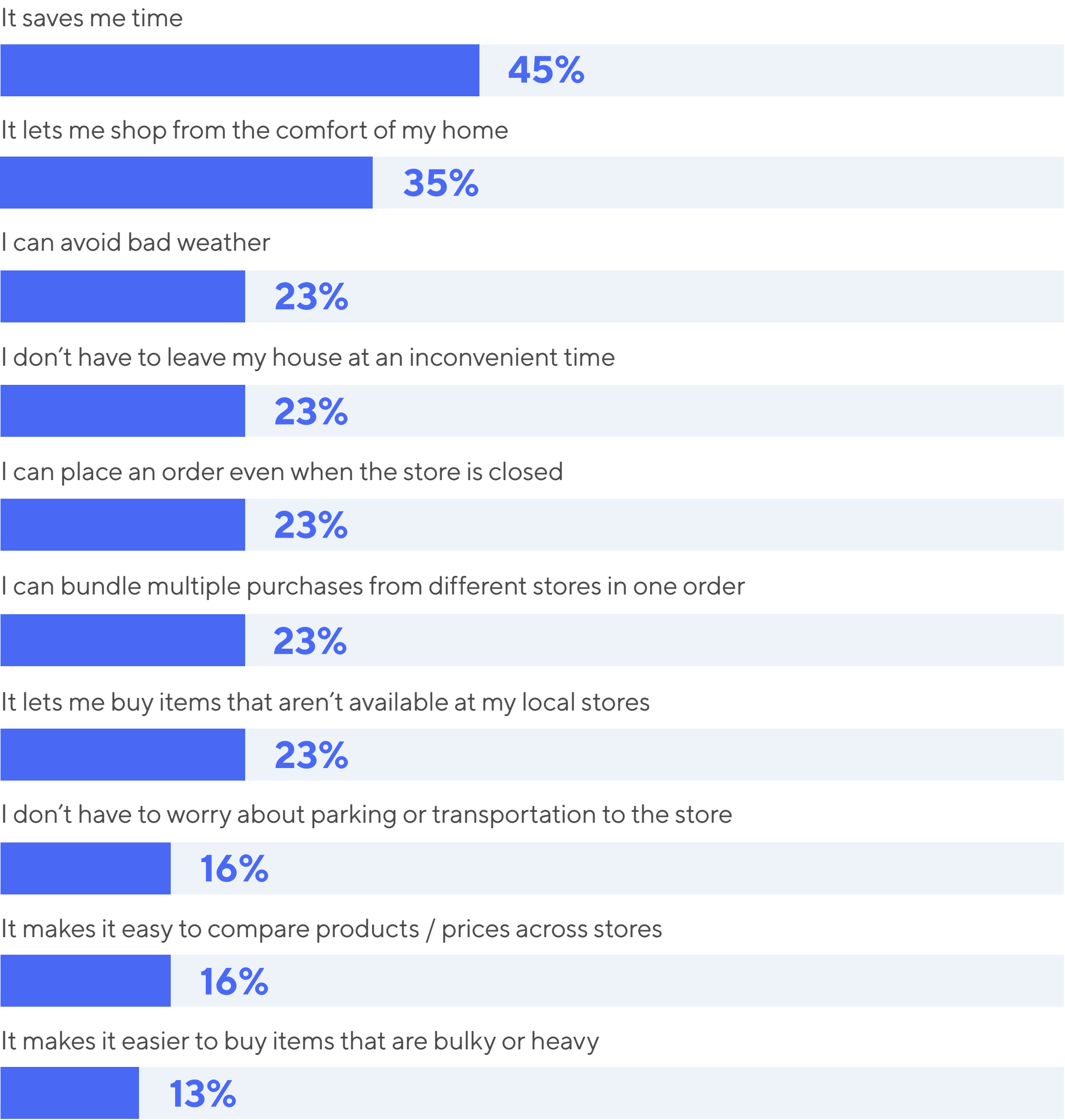
Alcohol ordering trends

Among Quebecers, 23% prefer ordering alcohol delivery via third-party apps, and 84% report ordering alcohol for delivery about the same or more as they did last year. Consumers in Québec order alcohol delivery primarily to save time (45%) and shop from the convenience of their home (35%).

Weather is a more significant driver among Québec respondents, with 23% citing it as a reason to choose alcohol delivery (versus 19% for the general Canadian population).

Compared to other Canadians, respondents in Québec order more wine and champagne for delivery (55% of Quebecers vs. 43% of the general population). Wine and champagne are the second most-popular alcoholic beverage for delivery, following beer (61%). Of note, more consumers in Québec place alcohol delivery orders two or more days in advance (15%) versus the general population (9%).

When you think about ordering alcoholic beverages for delivery, what best describes the top three reasons why you choose delivery rather than shopping in person?



Tasty tidbits & takeaways from the data



Consumers today are looking for rich experiences, whether they're out and about or at home. They want to cut out stress wherever they can, and know that every dollar they spend will be worth it. For restaurants and alcohol retailers, going the extra step to get to know your customers and make it easy for them to find your store and buy from you will pay off. This generation of shoppers are loyal and tend to regularly place repeat orders.

To grow in the year ahead, prioritize your online presence, ramp up marketing efforts to appeal to consumers' needs, and infuse a hospitality mindset into everything you do.

Explore our offerings

Unlock more profits

[Get started with the DoorDash Merchant Suite →](#)

Find new ways to grow



[DoorDash Product Guide for Restaurants →](#)

[DoorDash Product Guide for Alcohol Retailers →](#)

Connect with us




Action plan to grow your business in 2024



Third-party apps are consumers' favourite way to order delivery.


54% of consumers report that their preferred method of ordering restaurant food delivery is via third-party apps or websites.




-  **Take action**
Boost your visibility across third-party platforms like DoorDash and update your listings with keywords and high-quality photos.



Consumers want value and discounts.


56% of consumers' key consideration for new restaurants is menu pricing, and 46% look for promotions and discounts.

-  **Take action**
Offer specials based on your most popular items and market discounts to frequent customers.




Consumers prioritize comfort when eating takeout at home.

More than half of consumers eat takeout food on the couch and 47% use the takeout container and utensils — not their own dishes.

-  **Take action**
Invest in durable, eco-friendly containers and utensils and train staff to take care when packaging orders.


Ordering delivery food and alcohol is a special treat.

The #1 reason consumers order alcohol for delivery is to treat themselves and 41% try new delivery menu items as a treat.

-  **Take action**
Curate bundles for occasions or meal pairings and send targeted offers to frequent shoppers that consider their routine.


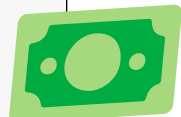

Consumers continue to order from restaurants they trust.

64% of consumers reordered from the same store between Q4 2023 and Q1 2024 and 33% place repeat orders at least weekly.

-  **Take action**
Build up your relationship with existing or previous customers and share special marketing promotions for repeat guests.

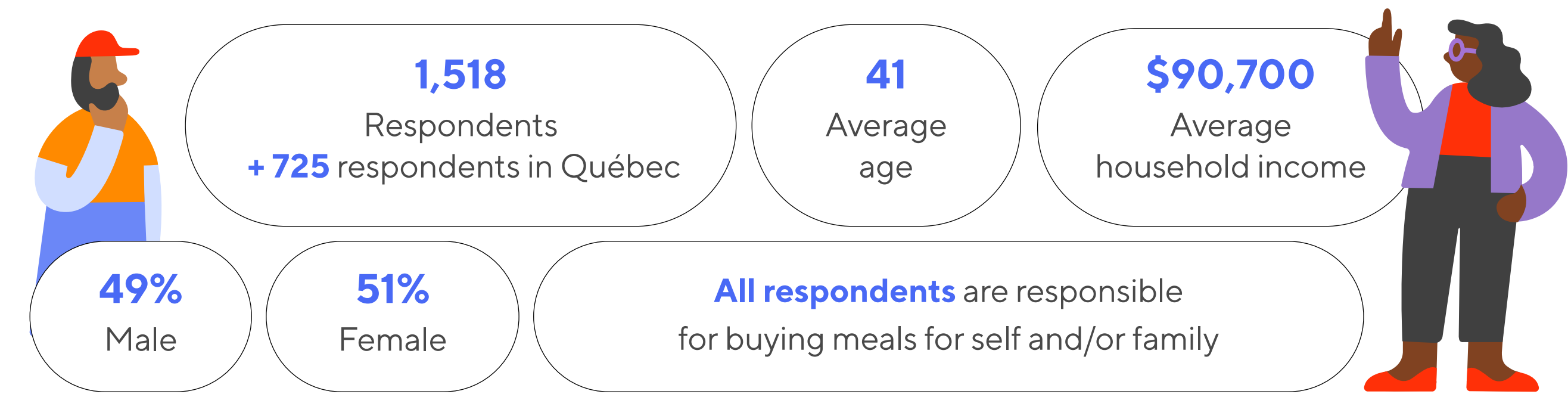
Dinner parties and group meals are easier with delivery.

63% of consumers host or attend social meals at home the same or more than last year, and 22% of hosts order delivery meals.

-  **Take action**
Create packages for dinner parties, work meetings, or other celebrations that include everything the host will need.
- 
- 

How we sourced the data for this report

This survey was conducted by Dynata on behalf of DoorDash from March 12-21, 2024. Our respondents spanned a variety of ages, careers, and income levels. Participants were not compensated or incentivized by DoorDash.



In addition to survey data, we analyzed anonymized data from DoorDash and [previous DoorDash reports](#) to learn how food and alcohol ordering activities and preferences have changed over the past year, or compared to previous years.





About DoorDash

DoorDash (NASDAQ: DASH) is a technology company that connects consumers with their favourite local businesses in more than 30 countries across the globe. Founded in 2013, DoorDash builds products and services to help businesses innovate, grow, and reach more customers. DoorDash is your door to more: the local commerce platform dedicated to enabling merchants to thrive in the convenience economy, giving consumers access to more of their communities, and providing work that empowers.