

2025 DOORDASH CANADA DELIVERY TRENDS

Tap into the latest delivery food and drink ordering trends —
and what they mean for restaurant operators



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“The sky’s the limit.
We’re definitely
looking to go very, very
far with DoorDash.”



CHRIS TAYLOR

Chef & Owner,
Chris Jerk Caribbean Bistro
Greater Toronto Area

[Read the full story](#)



WHAT'S SWAYING DINING DECISIONS IN 2025?

Every year, we survey thousands of consumers to find out what people are craving from their dining and delivery experiences. And every year, these decisions are influenced by the world around us.

Our survey revealed that younger diners in particular want a taste of viral foods from social media, and more than half of consumers are open to having AI make ordering decisions easier – no matter their age. Health foods and sustainable options are high priorities for Gen Z and Millennials, along with non-alcoholic drink options to support a variety of lifestyles.

Today, mealtimes look pretty different than they did a decade or two ago. Most diners eat their delivery food in front of the TV, and consider restaurant meals as a form of self-care that gives them a break from cooking and meal planning.

Based on a survey of over 2,000 Canadian consumers — complemented by data from DoorDash — this report helps restaurant operators make sense of shifting customer behaviours and preferences. Our goal is to share clear, actionable takeaways that you can apply to your marketing, operations, and overall restaurant strategy.

Take a moment to relax, order your favourite bite, and dig into this year's DoorDash Canada Delivery Trends report to learn how to better connect with your customers in the year ahead.

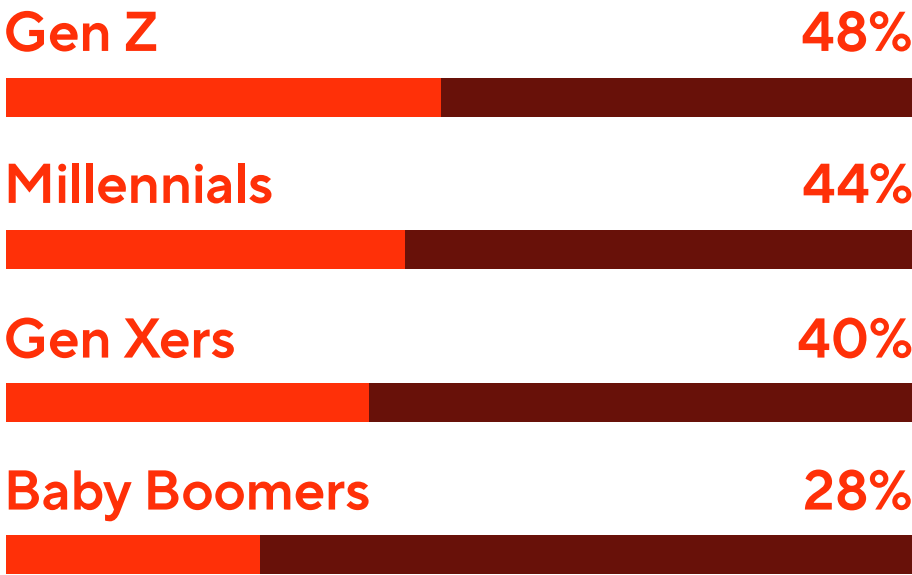


DINERS WANT TECHNOLOGY-DRIVEN RESTAURANT RECS

While some consumers have concerns about bringing AI into the dining experience, nearly half (43%) are comfortable with restaurants and third-party apps using AI to offer personalized recommendations based on their past purchase data. As with all new technologies, AI will inevitably go through the process of being unfamiliar, to cautiously interesting, to an accepted part of everyday life.



Gen Zers are the most open to AI-powered restaurant recommendations



OF CONSUMERS ARE COMFORTABLE WITH RESTAURANTS OR THIRD-PARTY DELIVERY APPS USING AI TO PROVIDE PERSONALIZED RECOMMENDATIONS.



CONSUMERS ARE WARY OF ROBOTS IN THE KITCHEN

The biggest concerns around AI in the restaurant experience are privacy (29%), a loss of human interaction (25%), and an impersonal experience (16%). While consumers are open to AI-powered dining recs, only 9% fully trust robotic cooks to prepare their restaurant meal.

9%

OF CONSUMERS FULLY TRUST AI TOOLS LIKE ROBOTIC COOKS OR AUTOMATED FOOD ASSEMBLY SYSTEMS TO PREPARE OR COOK PART OF THEIR MEAL.

MEN ARE OVER 2X MORE LIKELY THAN WOMEN TO FULLY TRUST AI TOOLS IN THE KITCHEN.



BUSINESS TAKEAWAY

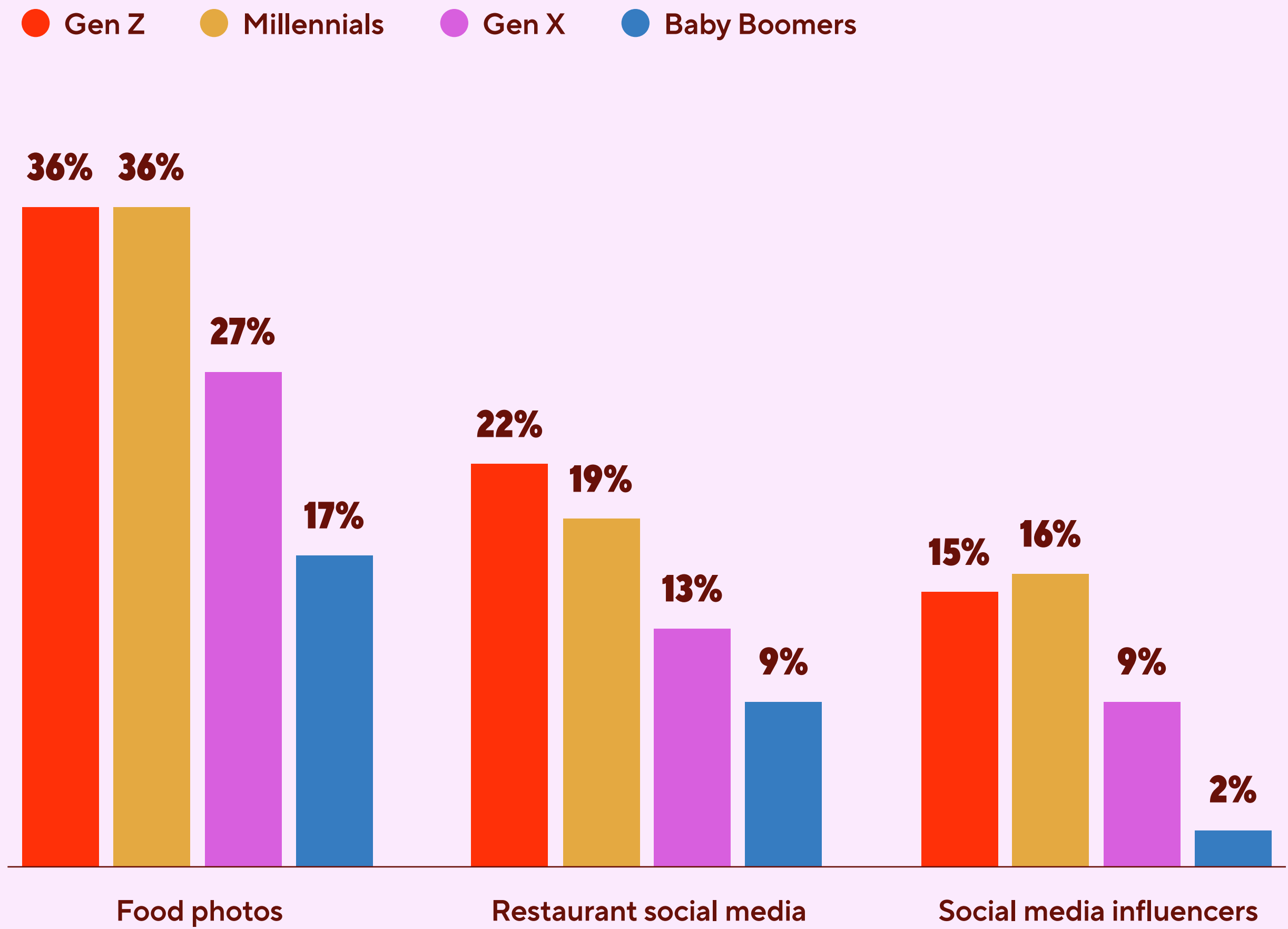
To build trust, restaurants using AI should clearly communicate how customer data is protected and used, make it clear and easy to opt-out or offer customization settings, and ensure AI complements rather than replaces human service. Consider using an [AI chatbot to reply to customer reviews](#) or make recommendations for meals based on previous orders.

VIRALITY DRIVES ORDERS AMONG DIGITAL DINERS

When choosing a new restaurant for delivery, the top considerations for most consumers are the same as past years — menu selection (58%), menu pricing (58%), promotions and discounts (52%), friends and family recommendations (49%), and customer reviews (48%).

But when looking at this by generation, Baby Boomers over-index on menu selection (68%) and friends and family recommendations (60%). Baby Boomers and Gen X also rely more on a restaurant’s website (45% and 40% respectively) than other generations, while Gen Z leans into social proof — like food photos (36%), social media (22%), and influencer recommendations (15%).

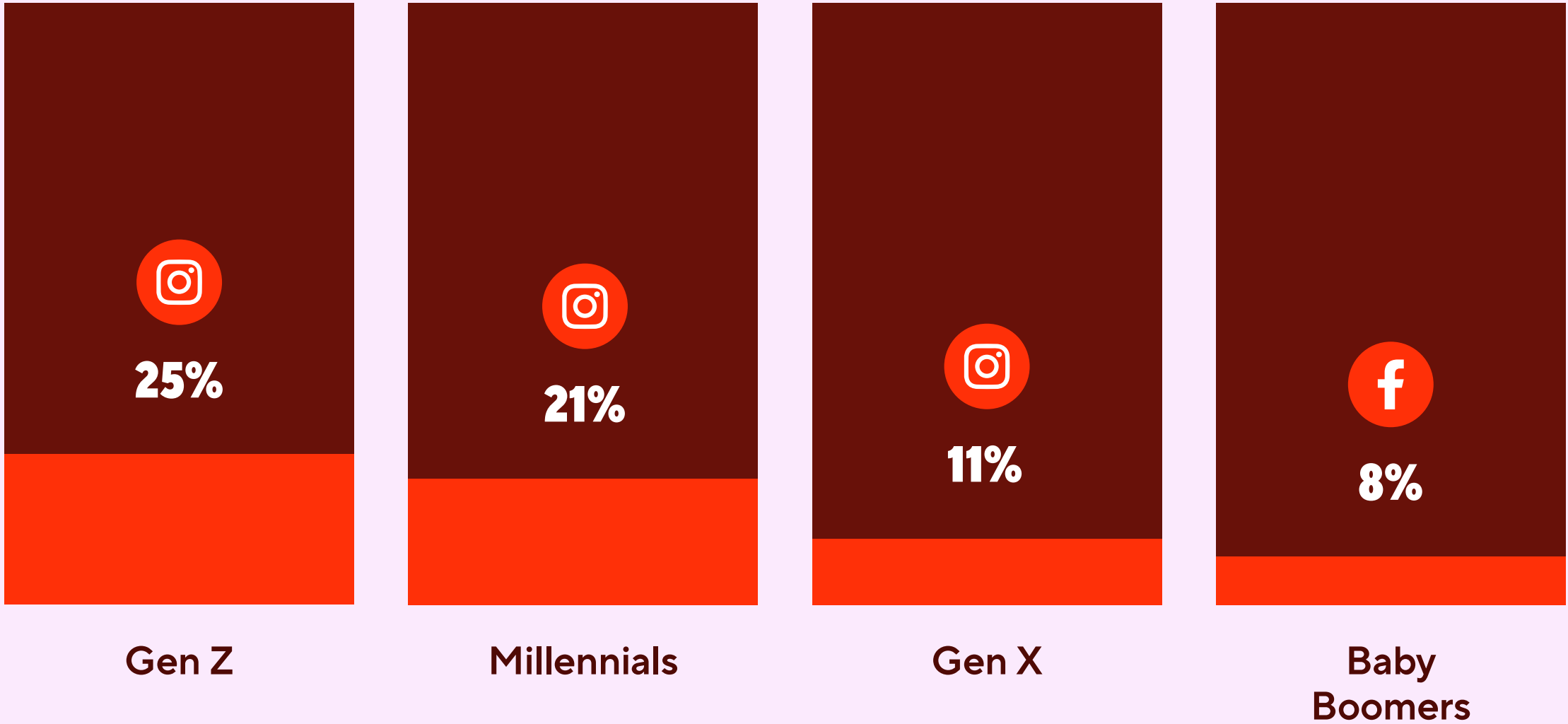
Top social media factors for choosing new restaurants



GO-TO SOCIAL CHANNELS FOR RESTAURANT DISCOVERY

Of those who use social media to find new restaurants, Instagram (17%) is the most popular social media platform overall, followed by Facebook (13%), YouTube (12%), and TikTok (9%). Men lean more toward YouTube (14%) and X (7%) than women, while women slightly prefer Instagram (18%) — highlighting the need for tailored platform strategies across demographics.

Top social channels by generation



INFLUENTIAL REVIEWERS

62% of Gen Zers and 49% of Millennials say they trust restaurant reviews from social media influencers — but that sinks to 39% of Gen Xers and just 20% of Baby Boomers.

VIRAL FOODS ARE DRIVING PURCHASES

Viral foods and drinks have captivated younger diners — 72% of Gen Zers have ordered a trending restaurant item for takeout or delivery, compared to 49% of diners overall.

But of those, only 26% of overall consumers thought it was worth the hype.



BUSINESS TAKEAWAY

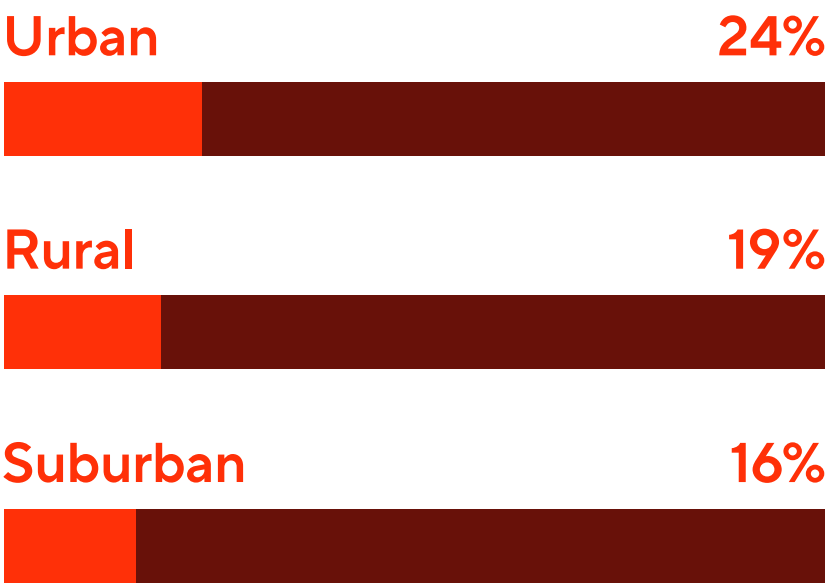
Jumping on viral trends is a great way to attract younger diners and generate social proof — but delivering on taste and quality is the only way to turn one-time hype into repeat business.

CONSUMERS WANT TO DINE FROM FARM TO PHONE

It’s not easy being green, but it’s important — especially to younger diners. Overall, 83% of consumers consider sustainability and ethical sourcing important when making the choice on where to dine out — and this jumps to 87% for Gen Zers and 86% for Millennials. Gen Xers, on the other hand, are 35% more likely than the general population to say that sustainability is ‘not at all important.’

Parents are 67% more likely than non-parents to say sustainable restaurant choices are ‘very important’ — after all, children are the future, and what future will they have without a healthy planet?

Consumers who say sustainability and ethical sourcing is ‘very’ or ‘quite’ important when choosing a restaurant for dine-in or delivery



87%

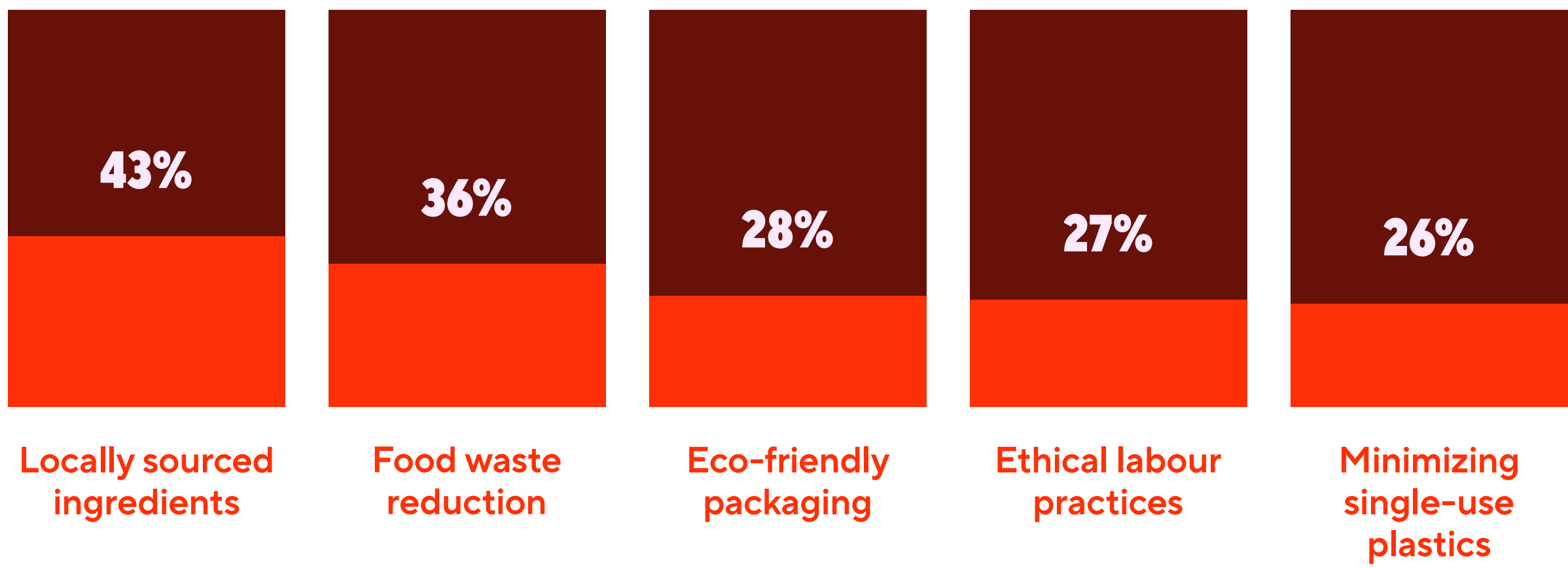
OF GEN ZERS SAY THAT SUSTAINABILITY IS IMPORTANT WHEN CHOOSING A RESTAURANT.

RURAL RESIDENTS SEEK OUT LOCALLY SOURCED INGREDIENTS

The top sustainability practices Canadians care about are locally sourced ingredients (43%), food waste reduction (36%), and eco-friendly packaging (28%).

But geography plays a major role. Support for local sourcing is especially strong among rural residents (52%) as well as British Columbia (49%) and Atlantic (48%) regions. Quebecers (41%) over-index on prioritizing eco-friendly packaging — revealing clear regional values that restaurants can tap into with tailored sustainability messaging.

Restaurant sustainability practices that consumers value most



BUSINESS TAKEAWAY
Sustainability messaging resonates most with younger diners. Balance eco-friendly efforts with affordability to appeal to a wider group, and highlight how your restaurant prioritizes planet-conscious choices like sourcing local ingredients, reducing food waste, and using eco-friendly takeout packaging.

COMFORT FOOD CLICKS WITH CRAVINGS-DRIVEN CONSUMERS

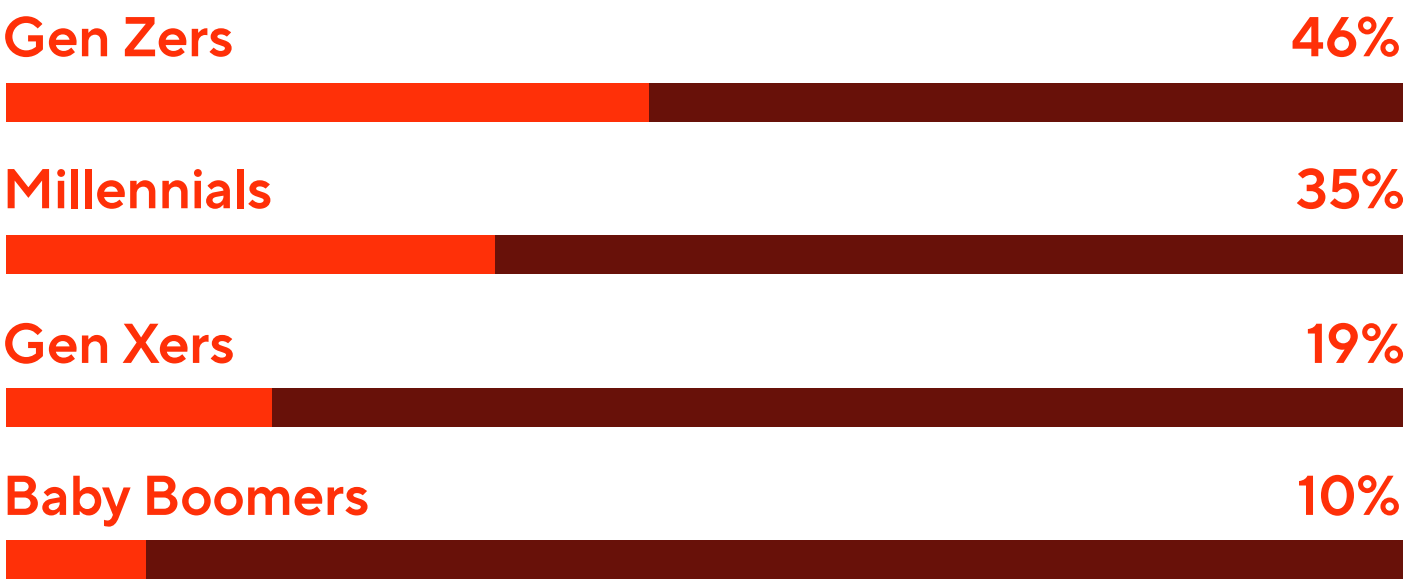
With delivery just taps away, it feels like the sky’s the limit for ordering whatever you want, whenever you want for a whopping 96% of diners.

96%

OF CONSUMERS HAVE ORDERED FOOD DELIVERY TO SATISFY A CRAVING.

British Columbians are the most likely (36%) to often order based on cravings. Parents (34%) are also more likely to *often* give in to cravings than non-parents (29%), because sometimes if your kiddos demand ice cream, they’re going to get ice cream.

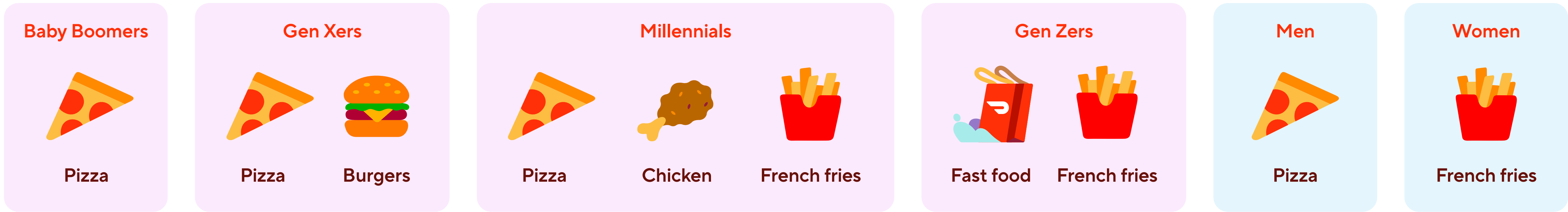
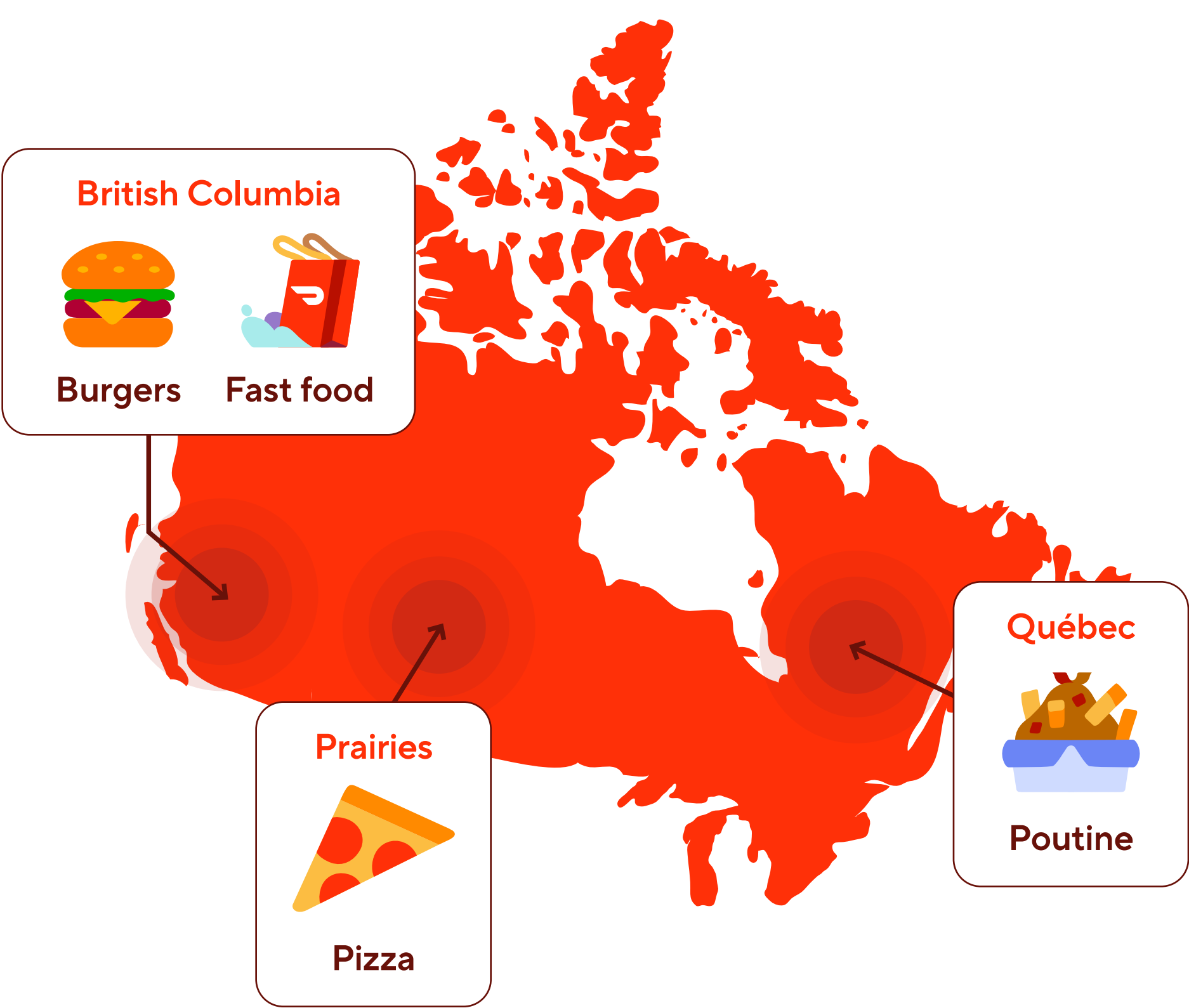
Gen Zers and Millennials are most likely to *often* order food delivery to satisfy cravings



THE MOST POPULAR FOOD DELIVERY GUILTY PLEASURES ACROSS DEMOGRAPHICS

Based on an open-ended question, here’s what survey respondents revealed when asked about their guilty pleasure food delivery orders.

When Baby Boomers and Gen Xers indulge, they go straight to pizza. So do Millennials, but they also crave chicken and fries, in line with national trends. Gen Z over-indexes most on familiar, comfort-driven items (especially a certain fast-food chain where the arches shine bright). There’s also regional flavour to how cravings show up: the Prairies are pizza central, British Columbians love burgers and fast food, while Québécois crave the iconic regional favourite, poutine.



COMFORT FOODS STILL TOP THE LIST FOR MOST-ORDERED ITEMS ON DOORDASH

Looking at DoorDash data, the most popular food items in Canada are comfort foods with strong Indian and Japanese representation.

Top 10 most-ordered foods on DoorDash in 2024



BUSINESS TAKEAWAY

For restaurants, cravings are a major sales driver. Highlighting comfort foods, exclusive indulgent deals, and “treat yourself” messaging on delivery menus can help to win preference in moments of emotion-driven cravings.

ORDERING IN IS A FORM OF SELF-CARE

Nearly three-quarters of consumers (72%) consider delivery to be a form of self-care, and even more Millennials (75%) and parents (73%) feel this way.

72%

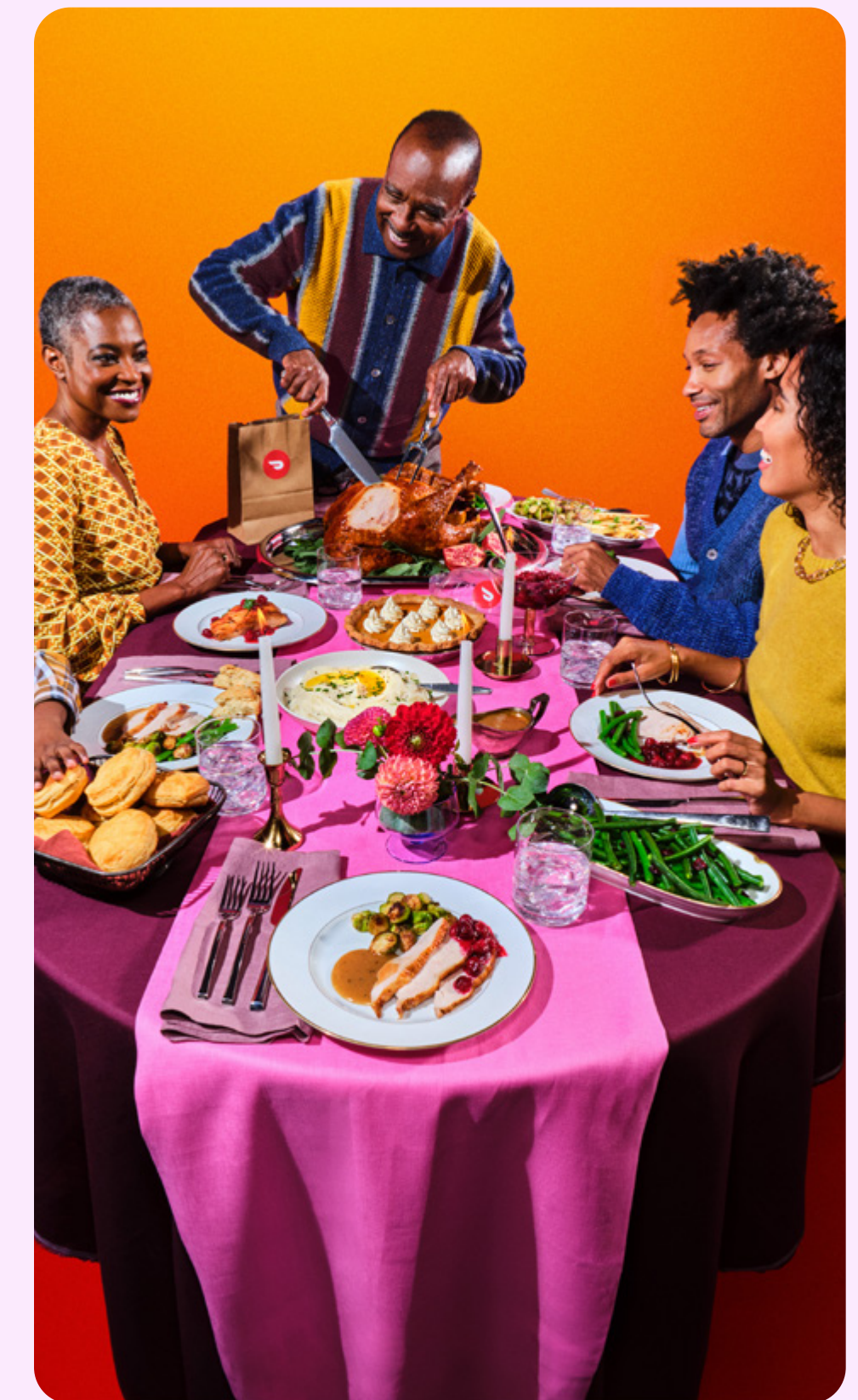
OF CONSUMERS THINK OF ORDERING DELIVERY AS AN ACT OF SELF-CARE AT LEAST SOMETIMES.

NEARLY ONE IN FIVE CANADIANS (17%) HAVE PRETENDED DELIVERY FOOD WAS HOMEMADE TO IMPRESS THEIR GUESTS OR SOCIAL MEDIA FOLLOWERS.

Because sometimes [your household can get a little chaotic.](#)



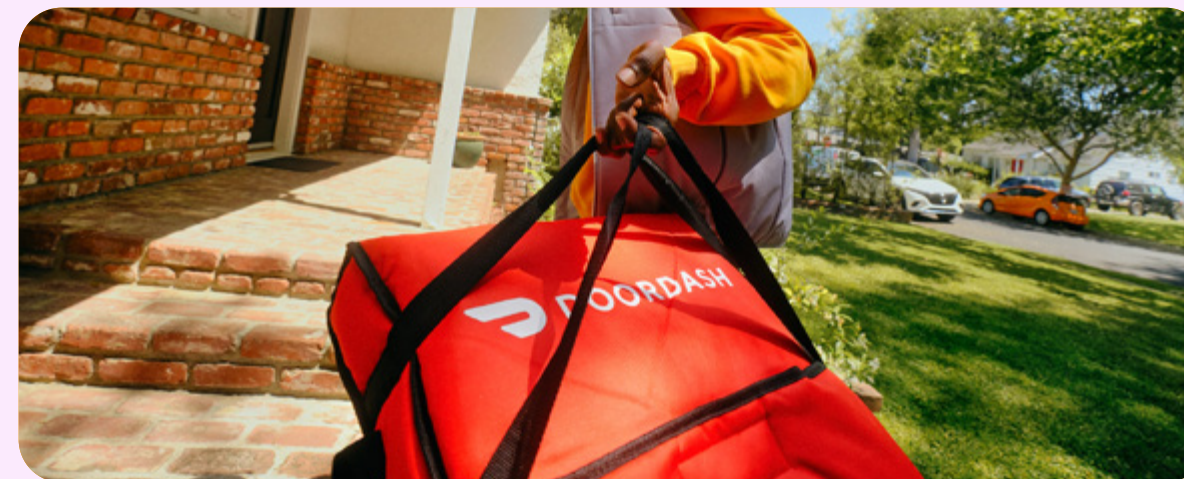
MEN ARE 50% MORE LIKELY THAN WOMEN TO PASS OFF DELIVERY FOOD AS HOMEMADE.



CANADIANS REALLY LOVE FOOD DELIVERY — AND THEIR ORDER HISTORY PROVES IT

Turns out, we're all a little obsessed with convenience. One in four Canadians (27%) have ordered food delivery twice in a day, and one in 10 (13%) have ordered delivery *three or more times in one day*. Men, in particular, are nearly 1.5X more likely than women to have ordered 3+ times in a single 24-hour period.

16% OF GEN ZERS HAVE ORDERED FOOD DELIVERY 3+ TIMES IN A SINGLE 24-HOUR PERIOD.



20% of consumers say they'd be excited to receive a "2025 Wrapped" of their food delivery order history — perhaps as food choices increasingly are seen as part of their personal brand.



BUSINESS TAKEAWAY

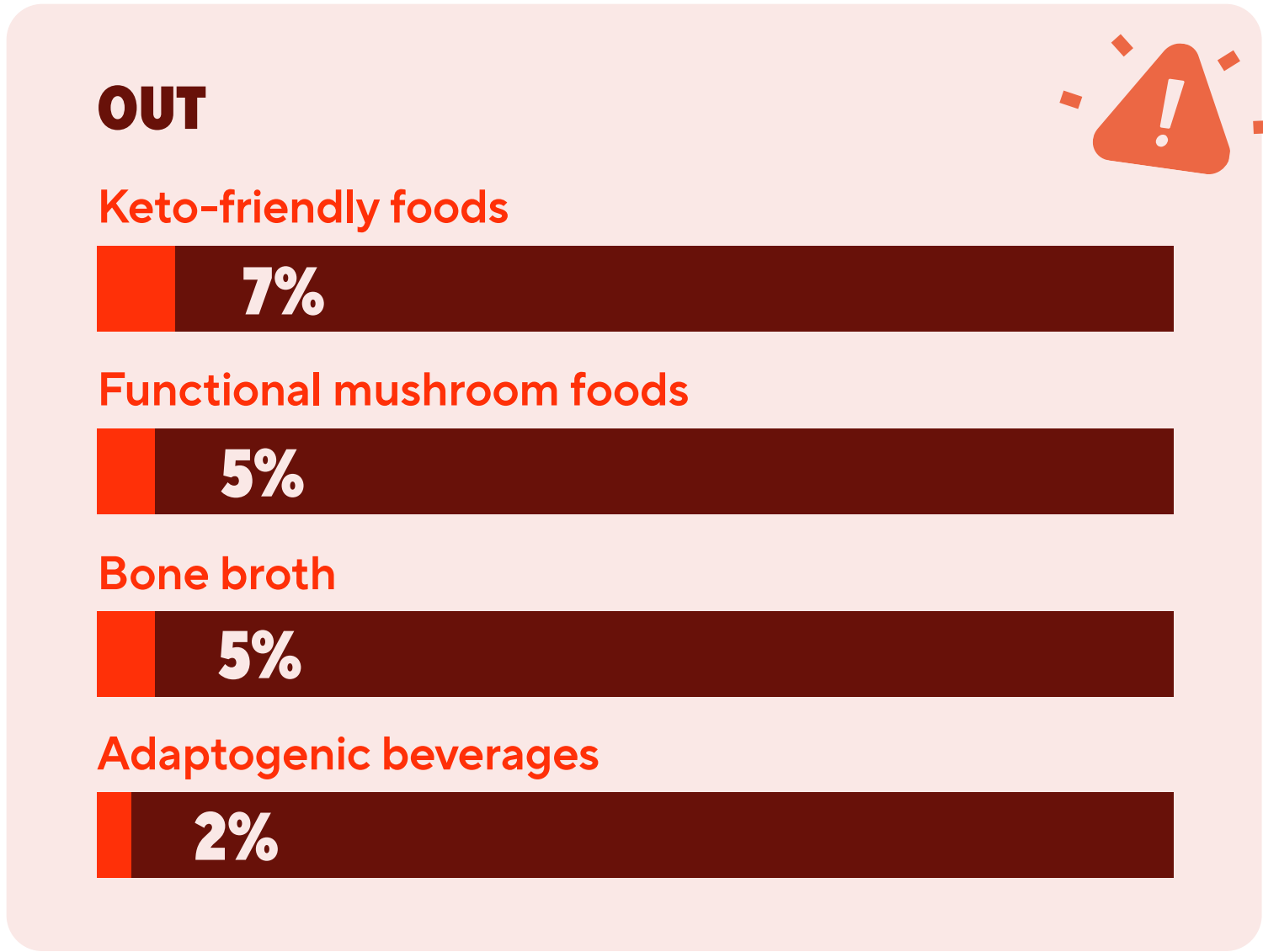
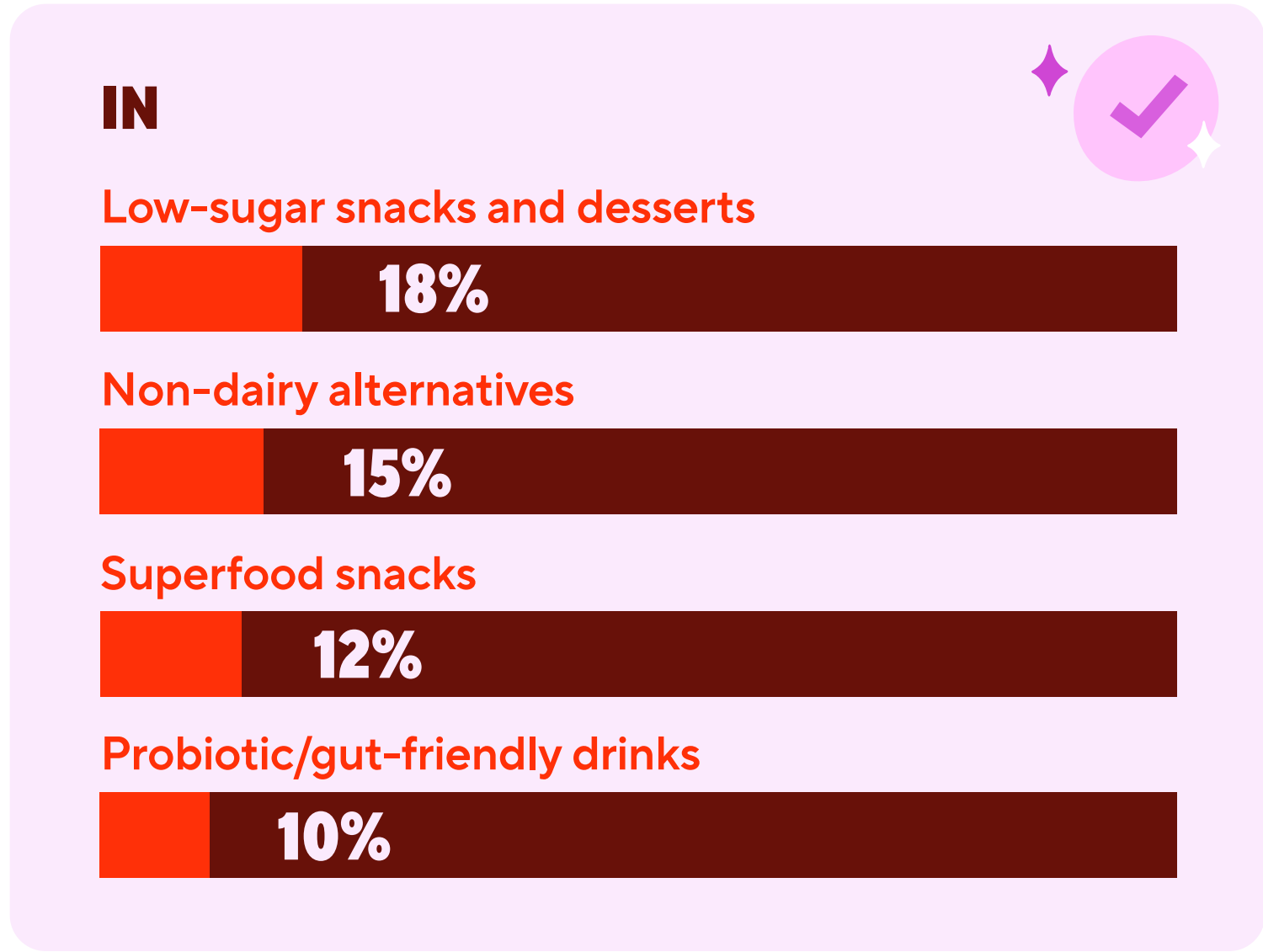
Customers aren't just ordering once a day — they're coming back for seconds (and thirds). Tap into this habit with multi-meal bundles, [daypart-specific discounts](#), or [loyalty perks](#) that reward repeat orders.

SUPERFOODS ARE SUPER POPULAR WITH YOUNGER DINERS

Younger consumers are embracing healthier lifestyles, and ordering superfoods like chia pudding and açai bowls for delivery. Gen Zers (18%) and Millennials (20%) love non-dairy alternatives, and Gen Zers are more interested in low-sugar snacks (27%) compared to the general population (18%). On the flip side, Baby Boomers (75%), Gen Xers (68%), and consumers in suburban areas (64%) are more likely to **not** have ordered any of these health-conscious items for delivery.

Health food trends for 2025

In response to “Which, if any, of the following health-conscious items have you ordered for delivery in the past 6 months?”



MORE CANADIANS ARE SAYING, “HOLD THE ALCOHOL”

Interest in non-alcoholic beverages is booming. Our survey found that 76% of people who order alcohol for delivery have ordered low- or non-alcoholic beverages in the past six months. Compared to last year, Millennials today are more than six times as likely to be ordering low- or non-alcoholic beverages (10% in 2024 vs. 62% in 2025). And this year, 29% of the general population say there still aren’t enough non-alcoholic drink options on restaurant or delivery menus.

76%

OF PEOPLE WHO ORDER ALCOHOL FOR DELIVERY HAVE ORDERED LOW- OR NON-ALCOHOLIC BEVERAGES IN THE PAST SIX MONTHS.



BUSINESS TAKEAWAY

The low- and no-alcohol movement is reshaping drink menus. Restaurants can tap into this growing demand by [expanding non-alcoholic offerings](#) — from zero-proof beers to creative mocktails — and spotlighting them in a dedicated menu section.

DINING DOLLARS GO TOWARD HIGH-QUALITY FOOD DELIVERED QUICKLY

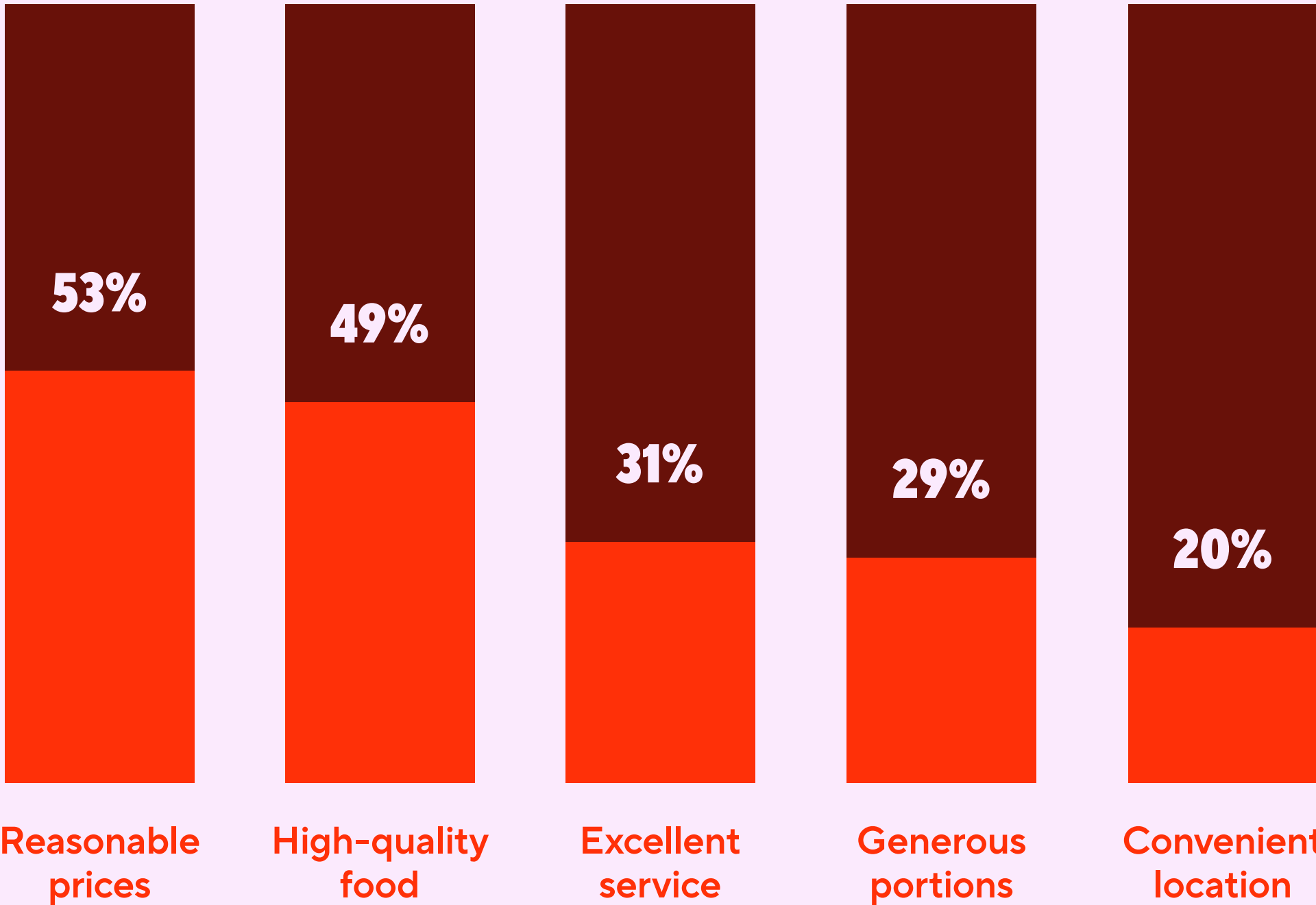
With today’s economic uncertainties, food delivery customers are looking for ways to get more bang for their buck. Half of survey respondents (50%) always or often save leftovers from delivery meals, turning a \$30 order into just \$15 per meal.

53% cite reasonable prices as the top factor that makes dining out worth it. But Gen Zers are 59% more likely than the general population to say fast service makes restaurants worth the cost.

33% OF RURAL DINERS SAY BIG PORTIONS MAKE RESTAURANT DINING FEEL WORTH IT.



Top factors that make dining out worth the cost



BUSINESS TAKEAWAY

Quality is a top factor that makes dining out worth it, and online diners especially want to know what they’re getting before they click “order.” [Adding mouthwatering menu photos](#) to your delivery listing helps guests see the value on the plate.

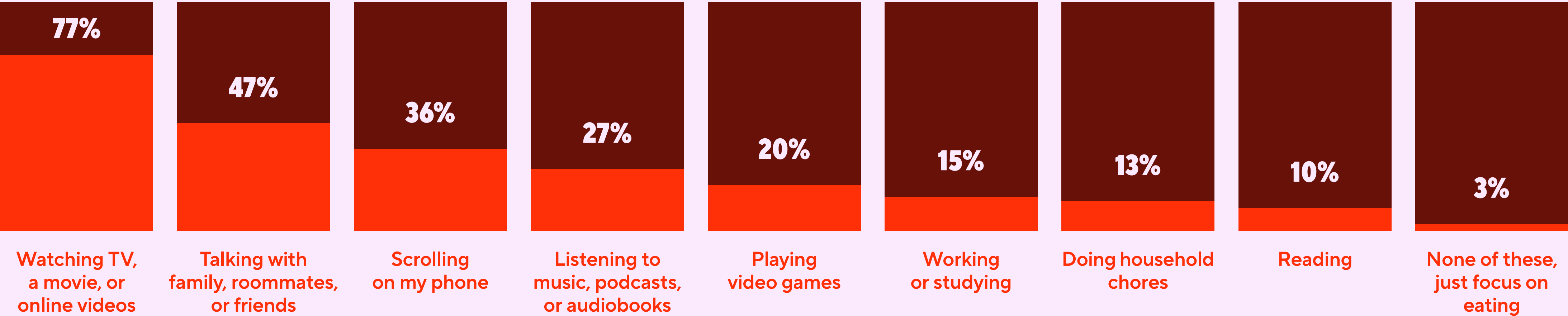
MEALTIME IS ME-TIME — MEET THE 2025 TV DINNER

In 2025, the idea of family dinner looks different than it did a few decades ago. Multitasking is the norm when enjoying food delivery at home — 77% of consumers watch TV or a movie while eating, followed by only 47% who talk to their family or roommates.

Gen Zers (46%) are the kings and queens of the “scroll-and-snack,” while Millennials (31%) are more likely to tune into podcasts or playlists, and around one in five Millennials (16%) and Gen Zers (21%) eat delivery while working or studying. Men are over 2X more likely than women to play video games while they eat (27% vs. 11%). And only 3% of those who order delivery say they just focus on eating their food. That’s not a typo.



What activities are you most likely to do while eating delivery food at home?

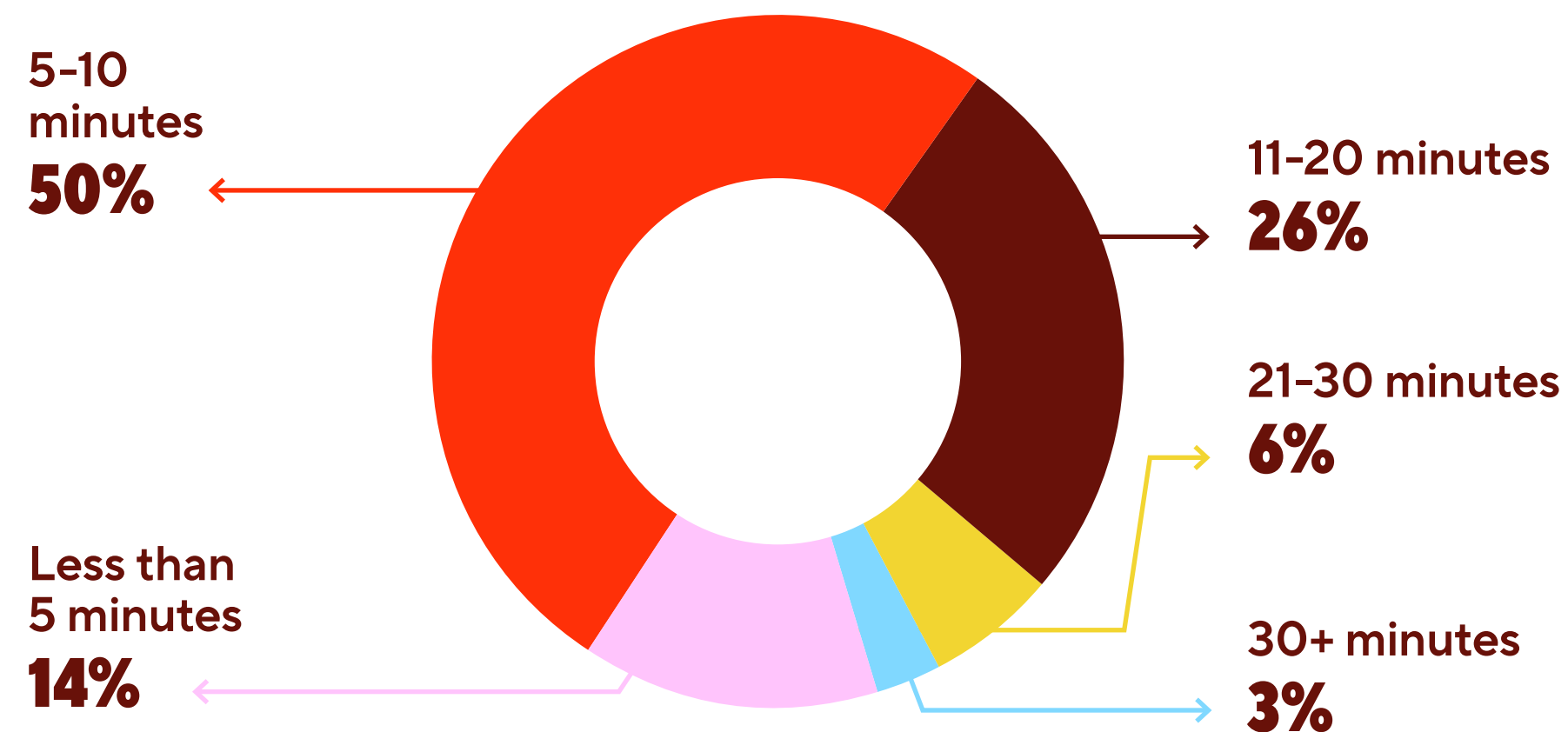


DELIVERY DECISIONS HAPPEN QUICKLY

Most consumers (63%) have ordered delivery last-minute in the past month, and 31% of parents order last-minute meals at least once a week — 1.3X more likely than non-parents (23%). Only about one in four consumers (28%) plan meals days in advance, but Gen Zers are most likely (19% vs. 9% of the general population) to wait until 6 pm or later to decide what’s for dinner (sometimes in a panic!).

Gen Xers (57%) and Baby Boomers (56%) are the fastest orderers, spending just 5-10 minutes deciding what they want for delivery, while 36% of Gen Zers take 11-20 minutes browsing options.

How long does it usually take you to decide what to order after opening a food delivery app?



BUSINESS TAKEAWAY

[Optimize your delivery listing](#) to make your menu easy to scroll through. Add photos, highlight best-sellers, and use simple categories to help customers make faster decisions and capture attention quickly.

REPETITION MAKES LIFE A LITTLE BIT EASIER

Nearly half of Canadians (45%) place repeat restaurant orders at least every two weeks, with Gen Zers (23%) and parents (20%) the most likely to reorder a few times per week or more.

“We love using DoorDash because we appreciate the human side of the company. There are real human beings behind the company that we can talk to and they can understand our real problems at the restaurant and help us in solving them.”



ENRIQUE CHAN MORALES
Owner,
Tacos Frida



TACOS FRIDA EXPANDED THEIR REACH WITH DOORDASH

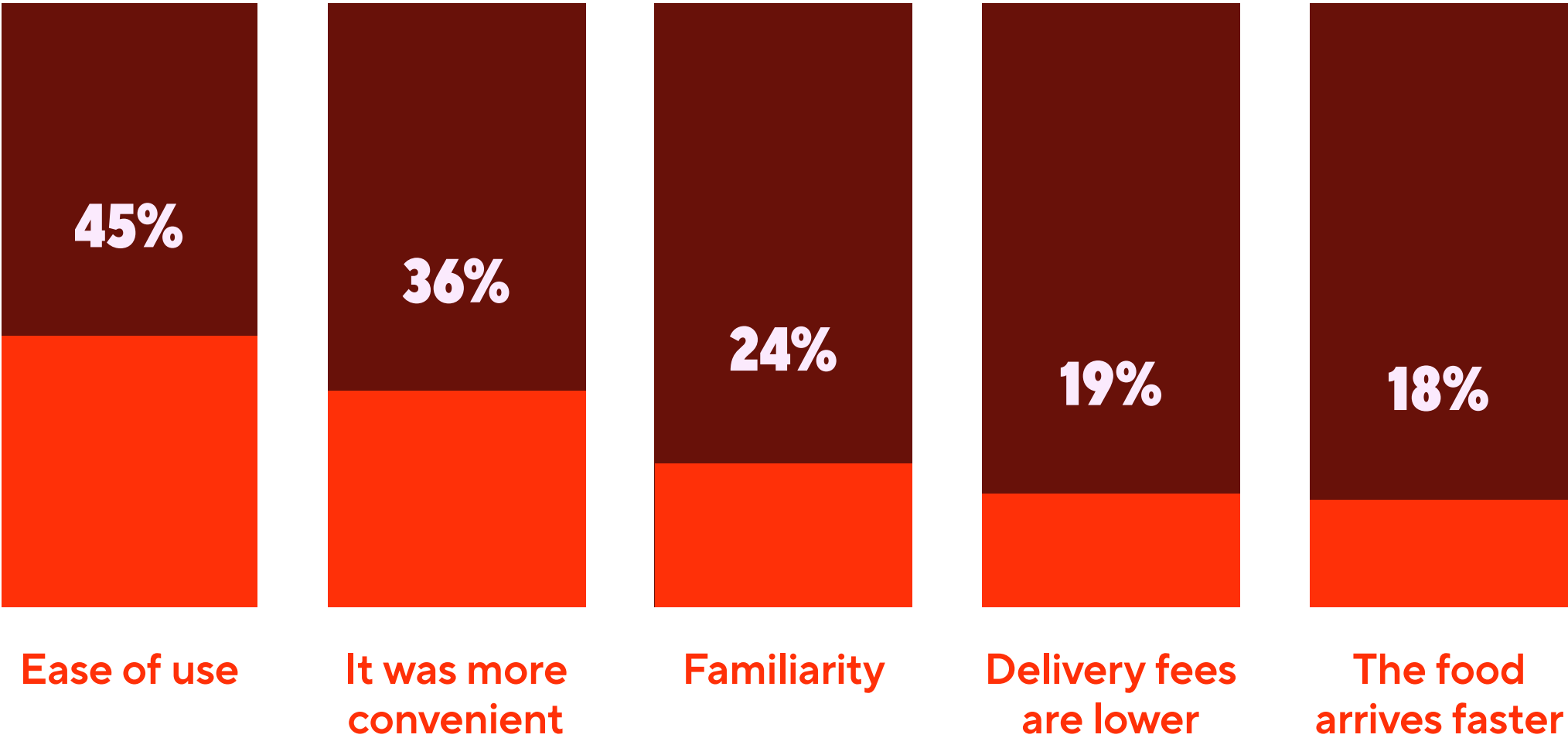
Tacos Frida, a family-run taqueria in Montreal’s Saint Henri neighbourhood, partnered with DoorDash to extend their authentic Oaxacan cuisine beyond their local community. Third-party deliveries make up nearly 50% of their total restaurant sales, highlighting the platform’s significant role in their business growth.

[Read the story](#)

DINERS PREFER THIRD-PARTY APPS, AND ENJOY EATING LOCAL

Nearly one in five consumers (19%) report ordering restaurant delivery more than they did in 2024. And more than half of consumers (56%) prefer ordering via third-party apps or websites, primarily because of ease of use and convenience. When ordering out, more than a third of consumers (38%) prefer to order from local restaurants.

Why consumers choose third-party delivery apps vs. ordering directly from the restaurant



The second-most popular way to order delivery, according to survey respondents, is directly from restaurant websites or apps (30%). With [Online Ordering](#), restaurants can build their brand and acquire new regulars by setting up commission-free online ordering directly on their own website and other channels.

4

AVERAGE NUMBER OF TIMES CONSUMERS ORDER FOOD DELIVERY FROM THIRD-PARTY APPS EACH MONTH
For Gen Z, that increases to 5X.

ALCOHOL DELIVERIES ARE UP, AND MAKE HOSTING AND CELEBRATIONS EASIER

40% of consumers are ordering alcohol for delivery more often than they did in 2024, and more than half (61%) prefer doing it via third-party apps or websites. The most popular occasions for ordering alcohol include celebrating holidays, watching sports, regular nights at home, and hosting.



Top occasions for alcohol delivery

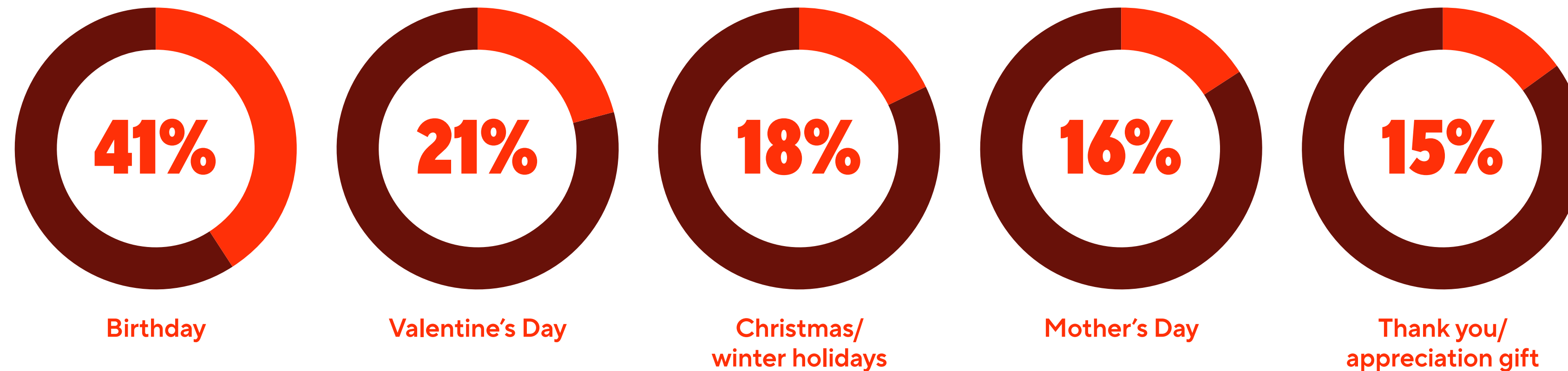


Must be 19+ to order alcohol, except where 18+ is permissible in Alberta, Manitoba, and Québec. Drink responsibly. Alcohol delivery available only in select markets.

BIRTHDAY GIFTS, NOW ON-DEMAND

Delivery helps consumers spread love from near or far. More than two-thirds of consumers (67%) sent delivery gifts (food or non-food) in the past year as a holiday gift, thank you gift, or to celebrate a special occasion. Men lean more into gifting for sympathy (11%) and job promotions (8%), while women lead on birthdays (44%), kind gestures “just because” (17%), and get well soon gifts (14%).

Top occasions for delivery gifts



BUSINESS TAKEAWAY

There's a growing opportunity for restaurants and other businesses to position their menu items as [thoughtful, on-demand gifts](#). Offer celebratory packaging, add a gift message option at checkout, or create holiday-based meal bundles to make your delivery menu top-of-mind for special occasions.

FOOD DELIVERY TRENDS IN QUÉBEC

In addition to surveying the general Canadian population, we also looked at ordering trends among 1,000+ Québécois.

Pricing is Québécois’ top consideration when choosing new restaurants (54%), followed by promotions and discounts (46%). But recommendations by friends and family (46%) and food photos (30%) influence their decision-making, too.

Top 3 social media platforms that Québécois use to discover new restaurants



Québécois are also open to bringing AI into the dining experience: 36% are comfortable with restaurants or third-party delivery apps using AI to provide personalized recommendations based on past purchase data. But only 14% say they fully trust AI preparing or cooking part of their meal in a restaurant kitchen.

SUSTAINABILITY IS A TOP VALUE FOR QU BEC DINERS

Over 8 in 10 Qu becers (83%) consider sustainability and ethical sourcing when they choose what restaurants to dine in, but intensity varies by age group. Gen Zers in Qu bec have the highest share of diners who say sustainability is *quite* or *very important* (28%) – more than twice the proportion of Baby Boomers who feel the same way (12%).

Top sustainability practices that influence dining

Locally sourced ingredients



Food waste reduction



Eco-friendly packaging



91% of Qu becers have ordered food specifically to satisfy a craving, with Gen Z leading the pack (34% say they do it often – nearly double the general population). Health-conscious food is still niche, with 66% of Qu becers saying they haven’t ordered any trendy health items lately, but a few standout trends are bubbling up: 21% of Gen Zers order oat milk, while Millennials are nearly 2X more likely than other age groups to go vegan.

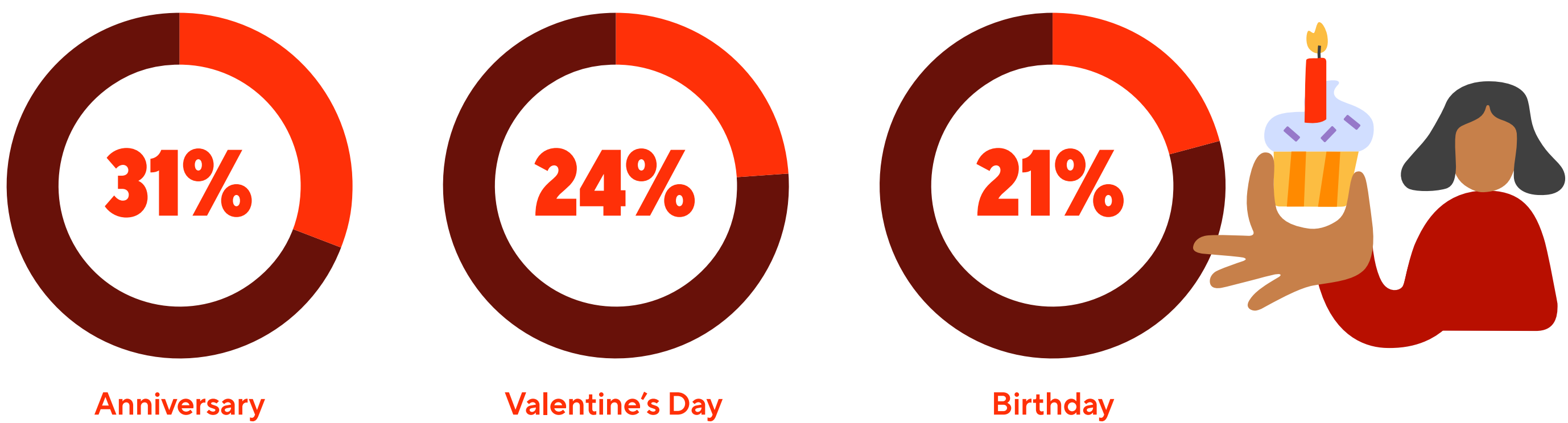
CONVENIENCE DRIVES INCREASES IN THIRD-PARTY ORDERING

The proportion of Québécois who ordered delivery from a restaurant in the last month jumped from 45% in 2024 to 68% in 2025.

While the majority (66%) of these orders were placed directly with restaurants, the diners who ordered delivery or pickup via a third-party app said they did so because of ease of use (42%), convenience (32%), and easy customization of orders (23%).

And delivery isn't just for dinner — it's also a tool for Québécois to send a gift.

Top occasions for delivery gifts

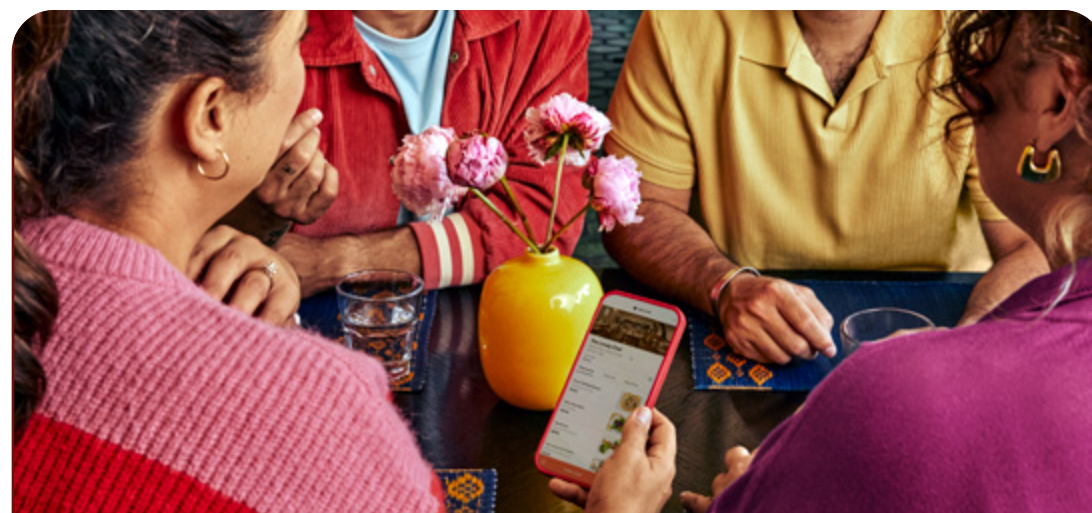


Most alcohol purchases still happen in person, with 58% of customers purchasing in-store and another 32% ordering at a bar or restaurant.

Of the 8% of Québécois who get their alcohol delivered, 49% prefer to order via third-party apps or websites. Big group celebrations tend to be the occasions that favour delivery the most, with 35% of consumers ordering alcohol for parties and another 35% for watching sports.

THE SECRET INGREDIENTS FOR RESTAURANT GROWTH

To bring in more customers in the year ahead and stay ahead of competitors, keep these top consumer trends in mind.



EMBRACE PERSONALIZATION

With nearly half of consumers open to AI recommendations, use smart menu suggestions based on purchase history to create a more tailored ordering experience, especially if you cater to Millennials.



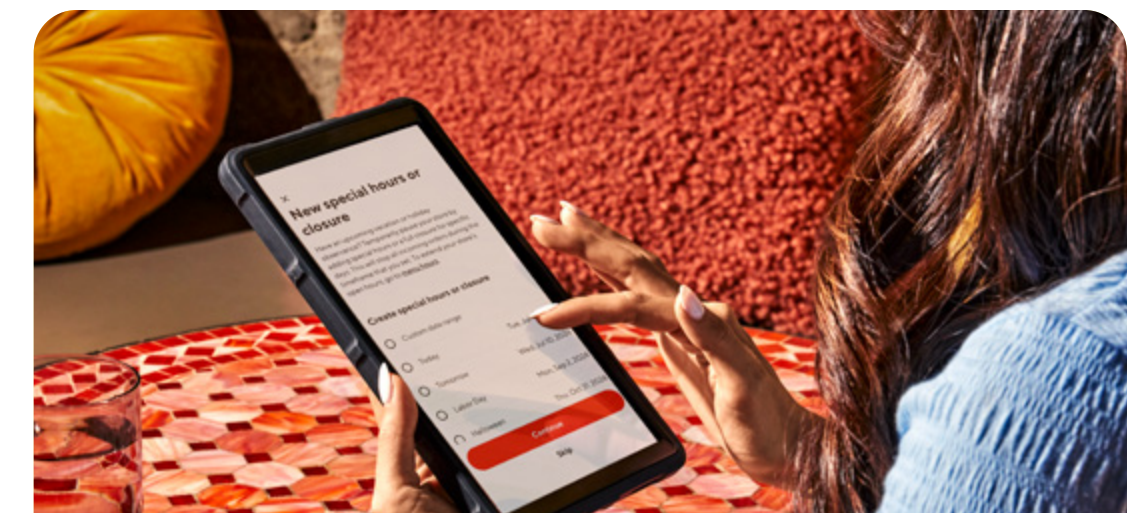
CREATE SOCIAL MEDIA MOMENTUM

Capitalize on viral food trends that are particularly hot among Gen Z and Millennials, who trust influencer recommendations and are eager to try trending items they see on Instagram and TikTok.



BALANCE INDULGENCE WITH HEALTH

While comfort foods remain the most ordered items, meet the growing demand for health-conscious options by adding dedicated menu sections for superfoods, non-alcoholic beverages, and sustainable choices that appeal to younger demographics.



OPTIMIZE FOR CONVENIENCE AND VALUE

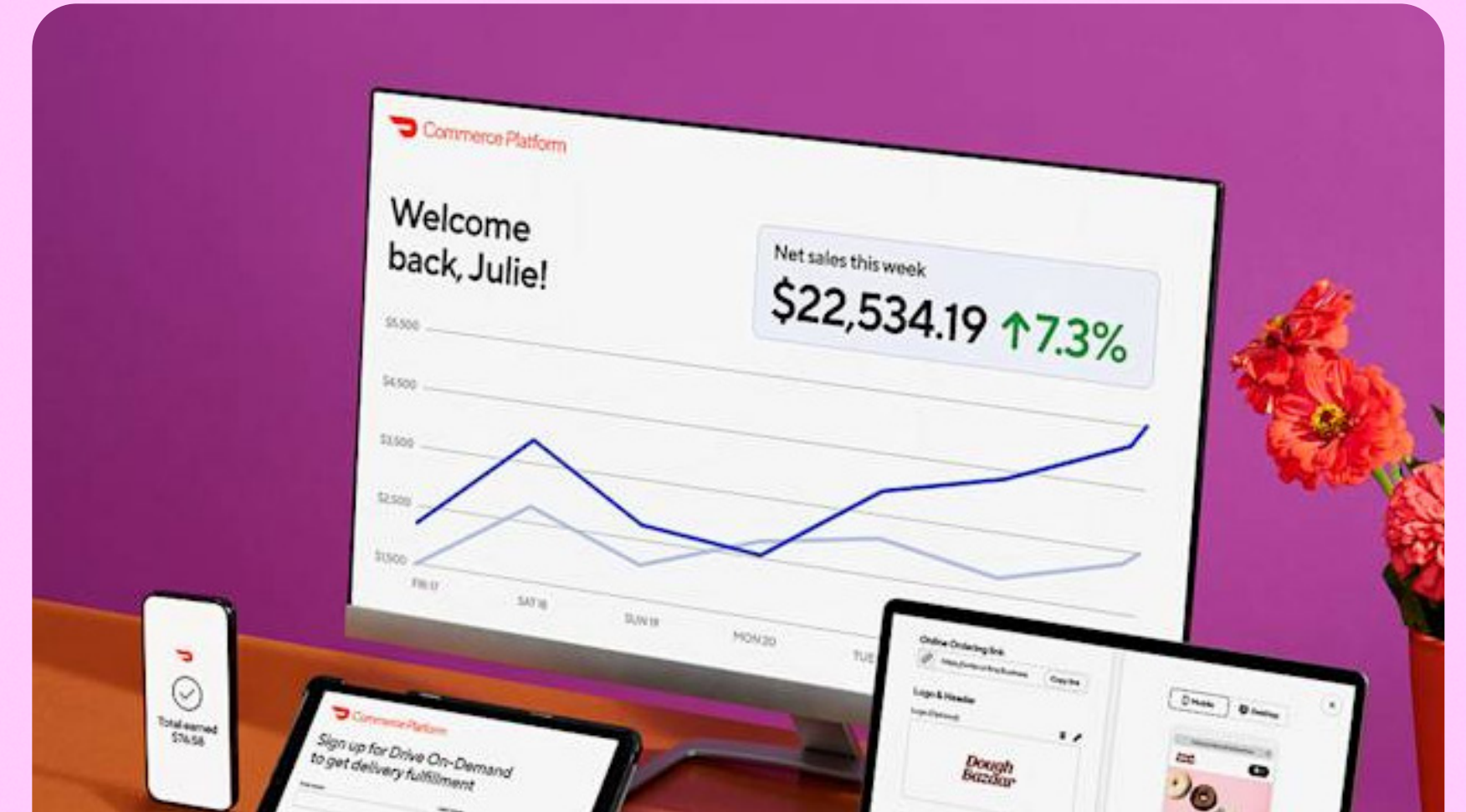
Make last-minute ordering seamless with easily navigable menus, highlighting portion sizes to emphasize value, and creating weeknight bundled meal options to underline that delivery has become everyday self-care rather than just for special occasions.



GROW YOUR RESTAURANT WITH DOORDASH

Get started with the **DoorDash Merchant Suite**
and unlock new sales opportunities.

Drive revenue with DoorDash



- ✓ Try out DoorDash with 0% commissions for up to 30 days.
- ✓ Access flexible solutions on the DoorDash app like [Delivery & Pickup](#), [Sponsored Listings](#), and [Alcohol](#).
- ✓ Scale on your own channels using [Online Ordering](#) and [Drive On-Demand](#).
- ✓ Get 24/7 support when you need it and explore detailed analytics about your business performance.

HOW WE SOURCED THE DATA FOR THIS REPORT

This survey was conducted by Dynata on behalf of DoorDash from February 25 – March 3, 2025. Our Canadian respondents spanned a variety of ages, careers, and income levels. Participants were not compensated or incentivized by DoorDash.

1,170

respondents – Canada general population

1,019

respondents – Québec

41

average age

50%

male

50%

female

\$95,000

average household income



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

All respondents are responsible for buying meals or alcohol for self and/or family.



ABOUT DOORDASH

DoorDash (NASDAQ: DASH) is one of the world's leading local commerce platforms that helps businesses of all kinds grow and innovate, connects consumers to the best of their neighbourhoods, and gives people fast, flexible ways to earn. Since its founding in 2013, DoorDash has expanded to over 30 countries, using technology and logistics to shape the future of commerce. Through its Marketplace and its Commerce Platform, DoorDash is driving economic vitality in the regions it serves worldwide.

