

CONSUMER ORDERING INSIGHTS FOR SMARTER CPG TARGETING

A Report for CPG Brands

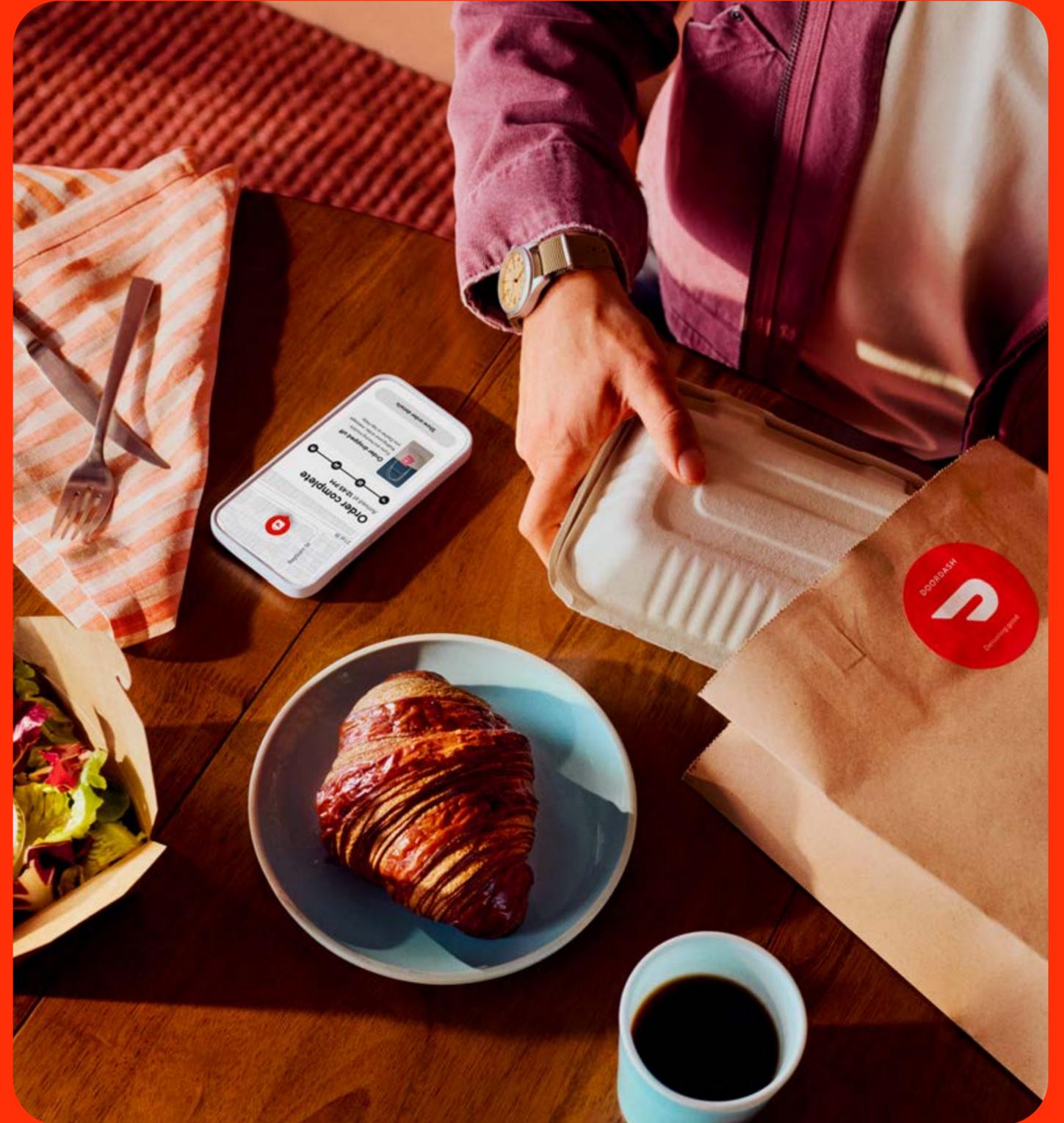


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DELIVERING CONSUMER INSIGHTS YOU CAN USE

Online ordering and delivery have become a routine part of life, with strong and continued growth driven by convenience, access to a wider variety of products, and the use of third-party apps.

Through the DoorDash, Deliveroo, and Wolt platform, we reach more than 56 million active consumers monthly and serve more than 35 million consumers* through our membership programs, DashPass, Wolt+, and Deliveroo Plus. This report helps our brand partners anticipate what these consumers want, where they'll order it from, and how to capitalize on these trends.

Use the DoorDash Insights drawn from our anonymized first-party order data to finetune your advertising and promotion targeting strategy, and increase your chances of being top-of-mind when your consumers are ready to order online for delivery.

These findings can be applied through **Interest Targeting**, our recently launched feature that lets brands reach relevant consumers, informed by restaurant dish ordering and engagement behavior. You can also tap into our suite of existing targeting tools, designed to help brands more efficiently reach high-intent shoppers across the platform.



DATA DETAILS AND METHODOLOGY

This data is from DoorDash's 2024 anonymized, proprietary order data, with the exception of 1) the Affinities data on page 9, which combines the same 2024 data with dish-specific affinity data (to identify likelihood to convert to other non-restaurant items) from the period of June 2024 to November 2025; 2) Grocery order growth data on page 5, which reflects DoorDash internal data from the period of 2024 to June 2025; and 3) Non-restaurant category data on page 5, which reflects DoorDash internal data from December 2025.

*Based on the combined numbers for DoorDash, Deliveroo, and Wolt measured as of December 2025

NOTE: In this report, we use the word "categories" to mean shopping categories on DoorDash, which include First Party Convenience, Third Party Convenience, Alcohol, Emerging Retail, Flowers, Gift Cards, Grocery, Other, Pets, and Restaurants. We use "product categories" to mean categories of specific products, like snacks or beverages.

IN OUR RESEARCH, WE FOUND:



DoorDash is a multivertical shopping platform — not just a meal-delivery app.

Consumers increasingly turn to Grocery, Convenience, and DashMart on the platform for drinks, snacks, staples, and last-minute needs. This creates high-frequency, high-intent moments for CPG brands to influence replenishment and everyday purchases.



Restaurant behaviors provide rich signals for targeting.

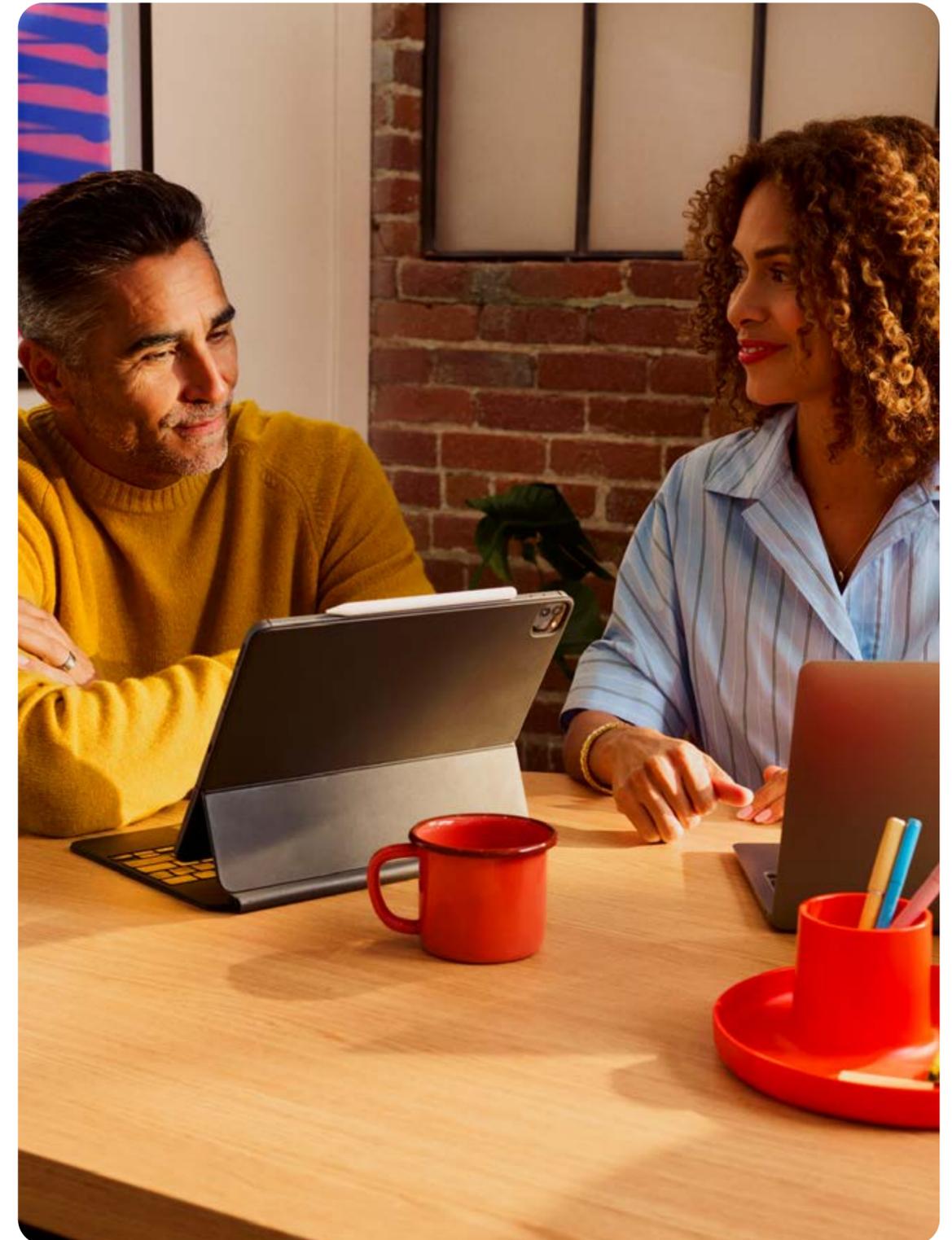
Cuisine preferences, dish choices, and daypart ordering patterns are strong predictors of taste profiles and household needs. Through **Interest Targeting**, brands can use these behaviors to reach consumers whose real food preferences align with their category or product.



Occasion-driven behaviors offer timely opportunities to engage shoppers.

Predictable surges around holidays, cultural moments, and key mealtimes create ideal conditions for testing tentpole, seasonal, or food-based occasion campaigns that meet consumers when intent is naturally elevated.

Together, these patterns offer important signals about when shoppers are most engaged and what they're most likely to order. Drawing on these insights can help brands make sense of shifting customer behaviors and uncover actionable opportunities to shape campaigns and connect more meaningfully with shoppers in the year ahead.



CONSUMERS ARE ORDERING MORE FROM CONVENIENCE STORES

While restaurants are consumers' ordering go-to on DoorDash, third-party convenience (convenience stores other than DashMart) and grocery stores solidly rank #2 and #3 for online orders.



30%

DATA

Consumers strongly rely on convenience stores and grocery stores, with over 30% of US monthly active users ordering from at least one non-restaurant category in December 2025.

Grocery orders also grew year over year in the first half of 2025.



ADVERTISER TIPS

With steady demand in Third Party Convenience and increasing Grocery order volumes, DoorDash stands out as a reliable place where consumers actively purchase products, and a trusted destination for brands to advertise.

WHAT'S EVERYONE ORDERING?

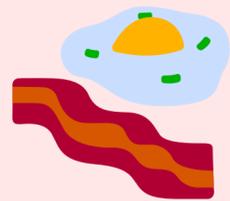
Nationally, there's a pattern of favorite cuisines, dishes, and other grocery staples like still water and bananas. And during certain seasons, holidays, or big occasions, particular foods and drinks suddenly rise in popularity, creating a wave of demand.



A COUNTRY UNIFIED BY ITS LOVE OF AMERICAN CUISINE

DATA

The favorite cuisines across the US are:



American



Mexican



Italian

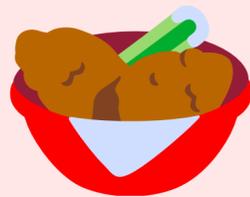


Japanese



Chinese

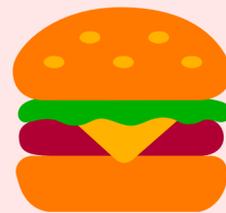
The top 3 dish types are:



Chicken-based dishes



Sandwiches



Burgers/hamburgers



DOORDASH INSIGHTS

The popularity of specific cuisines and dishes provides valuable insights advertisers can use to drive traffic, engagement, and conversion.



ADVERTISER TIPS

Test new food-based campaigns with **Interest Targeting** to reach consumers who have ordered and engaged with popular and relevant restaurant dishes. For example, if you're a beverage brand, consider running a Game-Day campaign targeting people who order burger dishes from restaurants.

TOP 10 MOST POPULAR DISHES & ITEMS

A closer look at cuisine categories highlights clear differences between restaurant and non-restaurant preferences on DoorDash. On the restaurant side, chicken-based dishes, sandwiches, and burgers rank among the most ordered items nationwide. Beyond restaurants, everyday essentials like chips, beverages, and bananas also emerge as popular items consumers regularly order for delivery.

10 MOST POPULAR NON-RESTAURANT ITEMS



Still Water



Cola



Energy Drinks



Bananas



Fruit Juice



Sports Drinks



Ice Cream



Potato Chips



Other Sodas



Tortilla Chips

10 MOST POPULAR DISH CATEGORIES



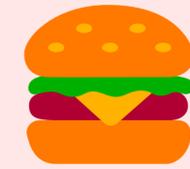
Meat

- Chicken
- Chicken Nuggets
- Chicken Wings
- Chicken Tenders
- Fried Chicken



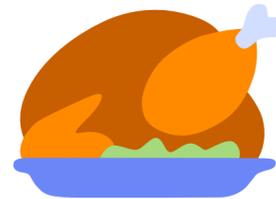
Sandwich

- Chicken Sandwich
- Breakfast Sandwich
- Wraps
- Cheesesteak
- Submarine Sandwich



Burger

- Hamburger
- Cheeseburger
- Veggie Burger



DOORDASH INSIGHTS

Shoppers show a wide range of food preferences, with a strong inclination toward casual comfort food.

Chicken, though, is by far the most popular meat, with all five of the most-ordered Meat category dishes being chicken-based.



ADVERTISER TIPS

The top non-restaurant items highlight where shoppers show strong, recurring demand. Use these insights to refine **Interest Targeting** with more specific dish categories and reach high-intent shoppers with complementary CPG products that align naturally.

BREAKFAST LOVERS ORDER MORE THAN RESTAURANT FOOD

Buyers of breakfast foods in restaurant orders show a greater likelihood to buy other non-restaurant items within the six-month period after their original purchases.



ADVERTISER TIPS

The Interest Insights Report shows how your brand performs across dish segments and helps identify high affinity dish audiences, like the trends shown here.

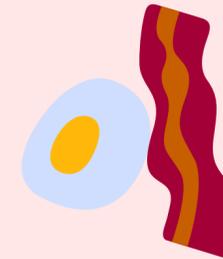
Apply these insights while using **Interest Targeting** to reach consumers who are more likely to convert with your brand.

CONSUMERS WHO ORDER

- Bagels
- Breakfast & Brunch Combos
- Breakfast Meats
- Breakfast Pastries
- Breakfast Platters
- Breakfast Soup
- Croissant Sandwich
- Pancakes
- Toast
- Waffles
- Other
- Breakfast & Brunch

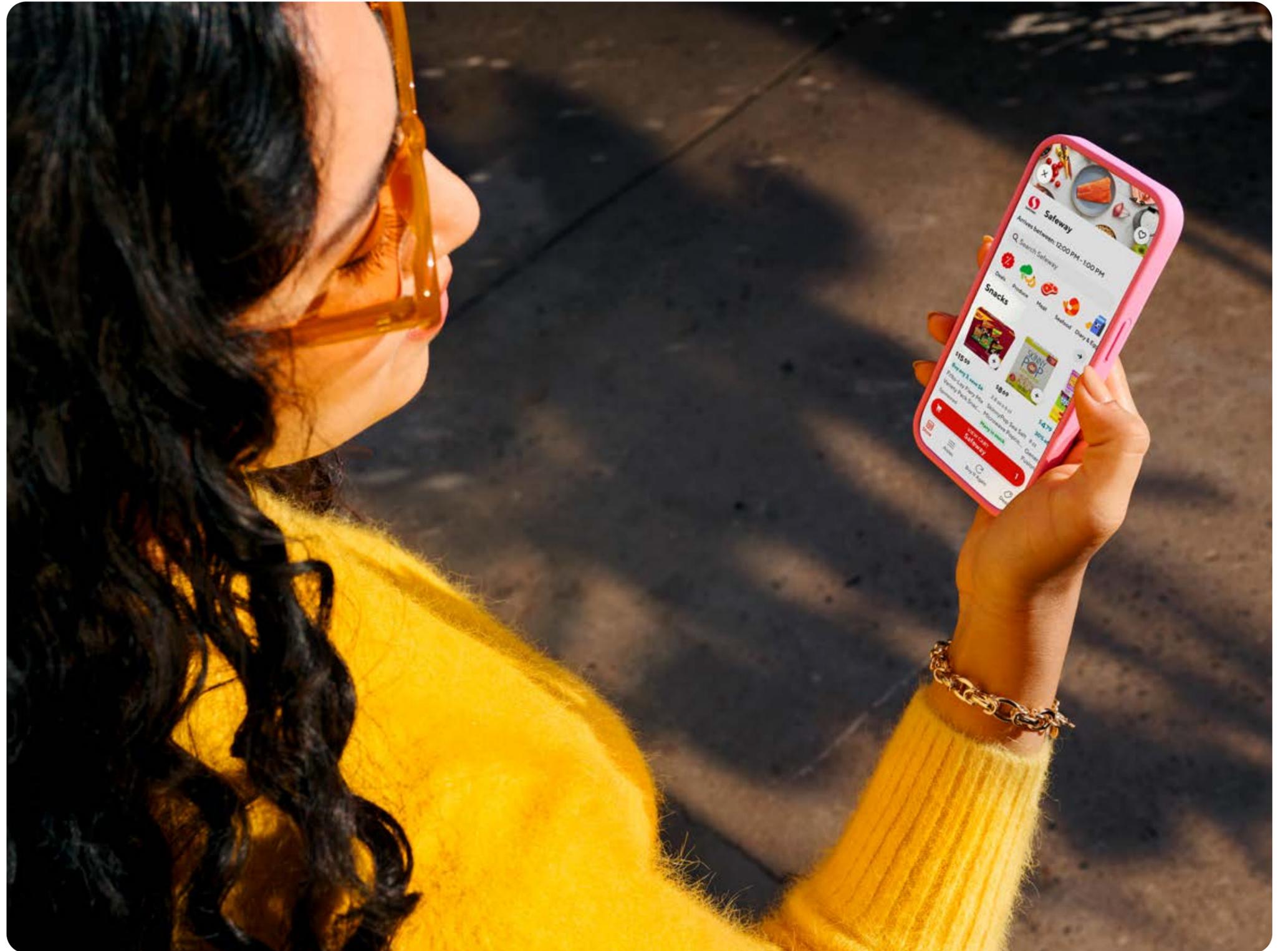
SHOW A STRONG AFFINITY FOR

- Alcoholic Drinks (including beer, wine, vodka, and whiskey)
- Non-alcoholic Drinks (including speciality drinks, seltzers & more)
- Pantry and Grocery Staples
- Handheld/Classic Prepared Meals (including hoagies, pizza, sandwiches & burgers)



WHEN ARE CONSUMERS ORDERING?

Demand levels rise and fall depending on the season, time of day, and location of the consumer. This information can help CPG advertisers decide when to run ads and promotions, using **Interest Targeting** and **Dayparting** together to reach consumers with offers when they're most likely to be receptive.



CONSUMERS ARE MORE ACTIVE FROM LUNCH THROUGH DINNERTIME

Nationally, consumers are more active at certain times of the day — typically from lunchtime through dinnertime.



DOORDASH INSIGHTS

Nationally, order volume is by far the heaviest at dinner. The next busiest dayparts are lunch, followed by afternoon snacks and late-night orders. Order volume drops off for breakfast and plummets for early morning.

5-9PM

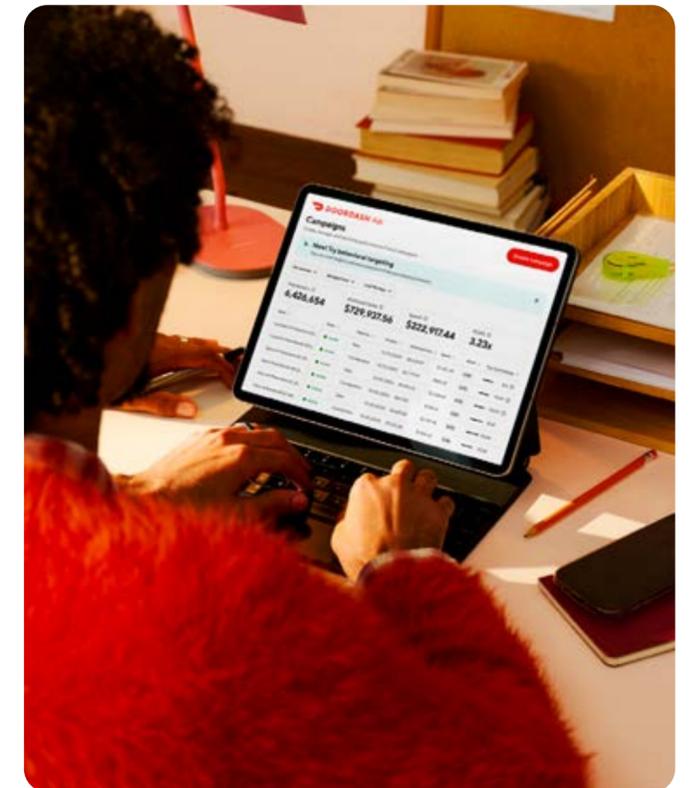
DATA

Overall order volume is distributed as follows, from highest to lowest:

- Dinner (5-9 pm)
- Lunch (11 am-2 pm)
- Snack (2-5 pm)
- Late night (9 pm-12 am)
- Breakfast (5-11 am)
- Early morning (12 am-5 pm)

ADVERTISER TIPS

Use the targeting option of **Dayparting**, by itself or in combination with **Interest Targeting**, to reach consumers at prime times for products related to lunch and dinner meal preparation (i.e. sauces, side dishes, and desserts.) With late night, breakfast, and early morning also seeing strong order volume, these dayparts are revenue opportunities for CPG brands offering impulse buys, late-night munchies, and breakfast items.



SEASONAL & CULTURAL MOMENTS DRIVE OPPORTUNITIES

Our data shows that seasonal and cultural moments drive distinct patterns of ordering behavior, offering many opportunities for effective CPG advertising.

ADVERTISER TIPS

Make the moments count:

- 1 Lean into holiday convenience and immediacy.** For shoppers looking for last-minute items, especially in the Convenience and Alcohol shopping categories, position your brand as the go-to for quick, essential, or celebratory needs. Use **Interest Targeting** to engage with consumers and drive stronger conversion during the moments that matter most.
- 2 Boost spend to high-intent moments.** Focus ads and promotions on the lead-up to and immediate aftermath of major holidays (e.g., Christmas Eve, day before Thanksgiving, Dec. 26), when consumers are stocking up or restocking.

DATA & DOORDASH INSIGHTS



Restaurants, Pets, and Other Retail see significant dips in overall order volume during Thanksgiving and Christmas. This suggests a shift in consumer behavior away from these services during major traditional holidays.



Convenience (DashMart and Third Party Convenience stores) sees significant boosts during holidays. DashMart consistently performs above average across all major holidays, with Christmas Day, Mother's Day, and Thanksgiving seeing the highest upticks. Third Party Convenience also generally performs above average, with notable spikes on Christmas and Christmas Eve.



Alcohol orders have specific holiday spikes and dips. New Year's Eve, Christmas Eve, Independence Day, and the day before Thanksgiving see significant increases, while New Year's Day, the Grammys, and Valentine's Day see dips.



Grocery and Pets show varying sensitivities to holidays. Grocery generally performs well on holidays except the days of Thanksgiving and Christmas, when people are cooking at home and have done most of their shopping ahead of time. Pets sees peaks on Black Friday, Christmas Eve, and Dec. 26.

DASHMART OFFERS UNTAPPED OPPORTUNITY

DATA

During major holidays, DashMart sees a larger increase in order volume above its daily average than either Third Party Convenience or Grocery do.

Valentine's Day Order Volume

89% HIGHER

Mother's Day Order Volume

91% HIGHER

Thanksgiving Order Volume

79% HIGHER

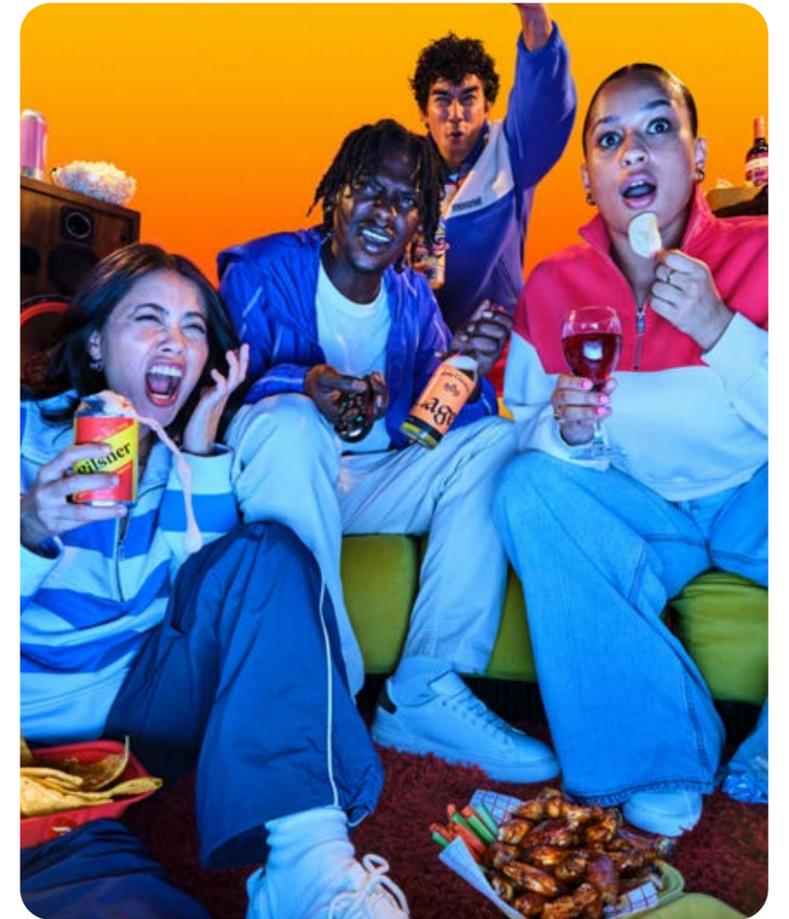
Christmas Order Volume

102% HIGHER



DOORDASH INSIGHTS

With more than 100 locations, DashMart is a delivery-focused "dark store" that's owned, stocked, and operated by DoorDash. DashMart offers customers fresh groceries, retail items, household essentials, local favorites, and more — delivered right to their doorstep.



ADVERTISER TIPS

Run DashMart specific campaigns to tap into a highly engaged audience. DashMart's strong baseline demand, combined with notable lifts during major holidays (extended hours, seven-day availability), makes DashMart an especially valuable channel for brands to reach more customers.

TIPS FOR KEEPING YOUR CPG BRANDS TOP OF MIND

Restaurant ordering habits offer clear clues about what shoppers prefer and when they're most engaged. Brands can use these behaviors to reach consumers at moments that matter. Here are a few ways to make the most of these DoorDash Insights.

IDENTIFY YOUR STRONGEST DISH SEGMENTS

Use the **Interest Insights Report in Ads Manager** to pinpoint which dishes your brand naturally performs well with and where additional targeting could drive incremental returns. Aligning your **Interest Targeting** with these segments can unlock new reach, engage qualified audiences, and drive more efficient conversions.

TEST NEW DISHES

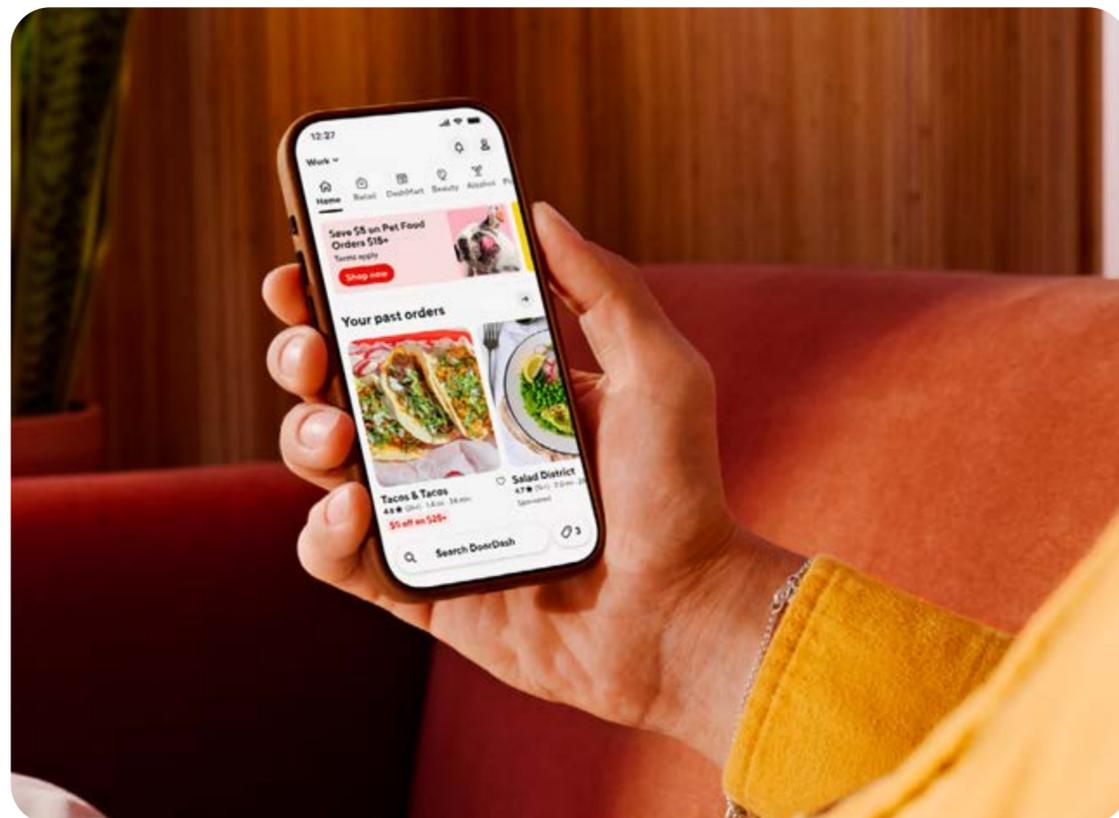
When it comes to **Interest Targeting**, consider dish segments beyond the big primary meals to reach consumers with proven purchase intent. For example, consumers who order breakfast dishes with their restaurant orders tend to have a greater affinity for ordering distinct items from grocery and convenience stores.

CONSIDER TOP CUISINES AND DISHES

Capitalize on popular cuisines and dishes. Categories like "sandwiches," "burgers," and "meat" are consistently popular, and all top five most-ordered meat dishes are chicken-based. Brands with products that pair well with or are used in these comfort foods can leverage **Interest Targeting** to reach high-intent consumers.

GET FESTIVE!

Order volume spikes significantly for certain shopping categories around holidays. For example, Grocery and Alcohol see substantial increases on the day before Thanksgiving and on Christmas Eve. Plan campaigns with **Interest Targeting** and use **Dayparting** to be in-market before — and aligned with — these seasonal peaks.



ADVERTISING WITH DOORDASH

Explore how CPG brands are advertising with DoorDash.

Step 1:

Begin with high-performing advertising and promotion placements:

OFFSITE ADS

Drive customer acquisition and sales.

BANNERS

Maximize reach and awareness.

SPONSORED BRANDS

Drive consideration and conversion.

SPONSORED PRODUCTS

Boost sales and product visibility to capture demand at the point of sale.

PROMOTIONS

Incentivize conversions, drive trials, and build consumers' baskets.

Step 2:

Use targeting to reach relevant consumers across Sponsored Products and Sponsored Brands ads:

KEYWORD

Sponsored Products Only

Control your search strategy by boosting bids on the keywords that matter most and negating those that don't.

DAYPARTING

Schedule your ads to run during optimal times of the day to reach potential customers in their local time zones.

BEHAVIORAL

Target customers based on past purchase behaviors across brands and product categories.

RETAILER

Target up to 25 specific retailers per campaign to showcase your products.

INTEREST

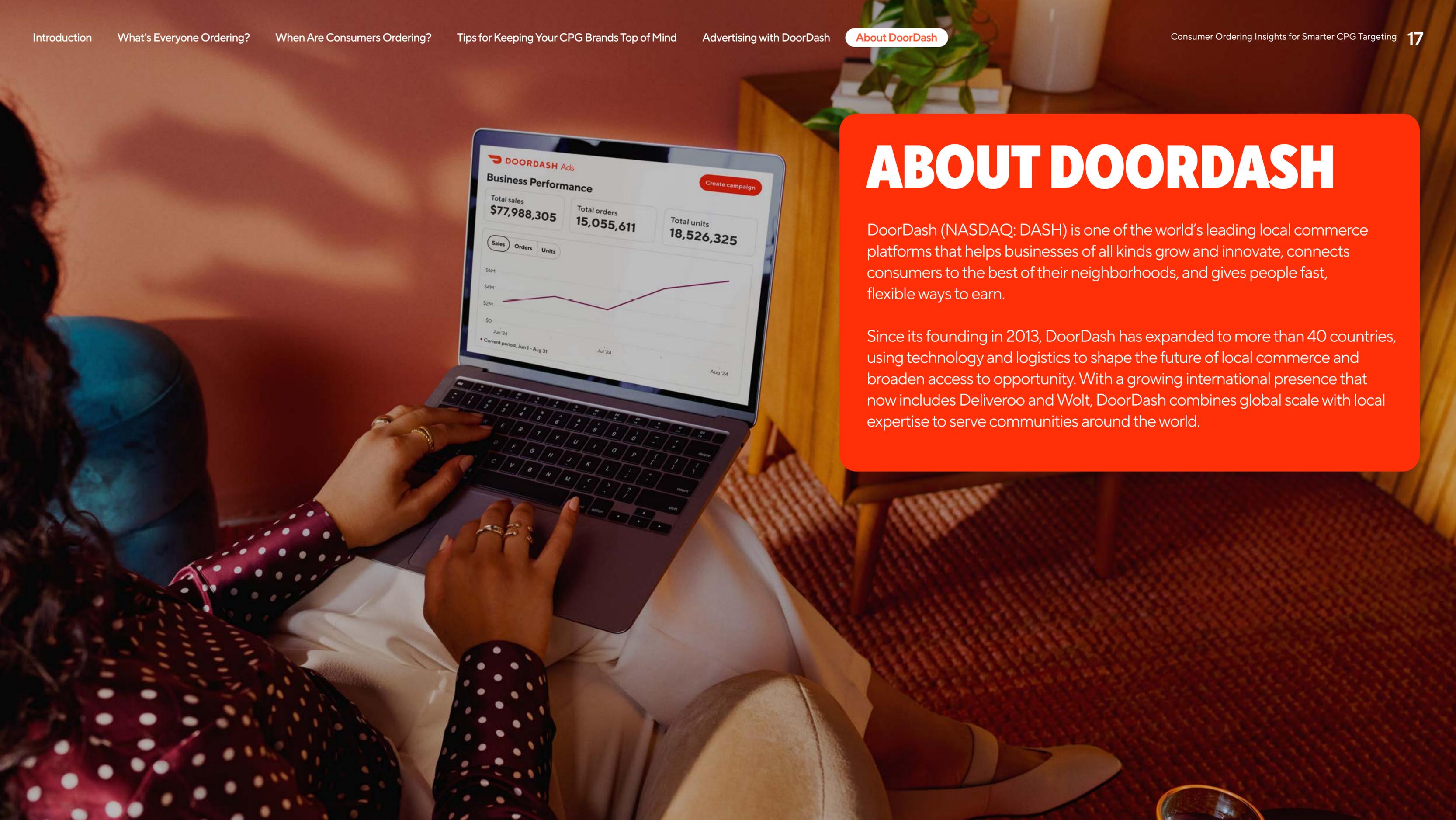
NEW!

Reach and convert relevant consumers based on their restaurant ordering and cuisine engagement behavior.

REACH MORE HIGH-INTENT CONSUMERS WITH YOUR CPG BRANDS TODAY

GET STARTED WITH DOORDASH ADS.

GROW YOUR REVENUE — AND YOUR BUSINESS!



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 neighborhoods, and gives people fast, flexible ways to earn.

Since its founding in 2013, DoorDash has expanded to more than 40 countries, using technology and logistics to shape the future of local commerce and broaden access to opportunity. With a growing international presence that now includes Deliveroo and Wolt, DoorDash combines global scale with local expertise to serve communities around the world.

