

# 2025 DOORDASH DELIVERY TRENDS

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

**US EDITION**





# ORDER UP!



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# WHAT'S SWAYING DINING DECISIONS IN 2025?

Every year, we survey thousands of consumers around the globe 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 2025 survey reveals that younger diners in particular want a taste of viral foods from social media, and more than half of consumers of all ages are open to having AI make ordering decisions easier. Health foods and sustainable options are high priorities for Gen Z and Millennials, along with non-alcoholic drink options to support sober-curious 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 a form of self-care that gives them a break from cooking and meal planning.

Based on a survey of over 1,500 American consumers — complemented by data from DoorDash — this report helps restaurant operators make sense of shifting customer behaviors 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 favorite treat, and dig into this year's DoorDash Delivery Trends report to learn how to better connect with your customers in the year ahead.



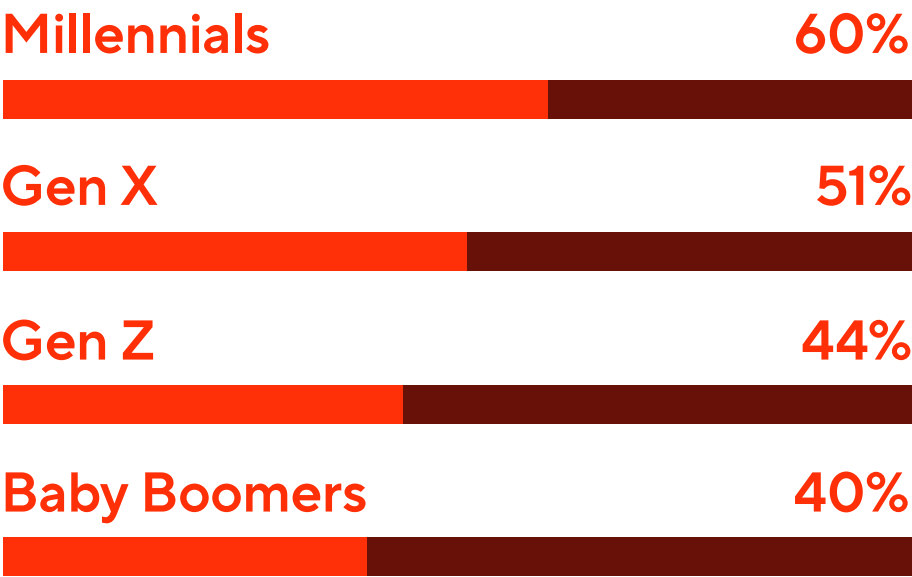


# DINERS WANT ROBOT-DRIVEN RESTAURANT RECS

While some consumers have concerns about bringing AI into the dining experience, more than half (52%) are comfortable with restaurants and third-party apps using AI to offer personalized recommendations using 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.



Millennials are the most open to AI-powered restaurant recommendations



52%

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





# MEN ARE READY TO LET ROBOTS COOK THEIR MEALS

The biggest concerns around AI in the restaurant experience are privacy (32%), a loss of human interaction (23%), and tech frustrations (17%). And while consumers are more open to AI-powered dining recs, only 15% fully trust robotic cooks to prepare their restaurant meal.

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



**15%**

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



## **BUSINESS TAKEAWAY**

To build trust, restaurants using AI should clearly communicate how customer data is used, offer opt-in or customization settings, and ensure the technology complements rather than replaces human service.

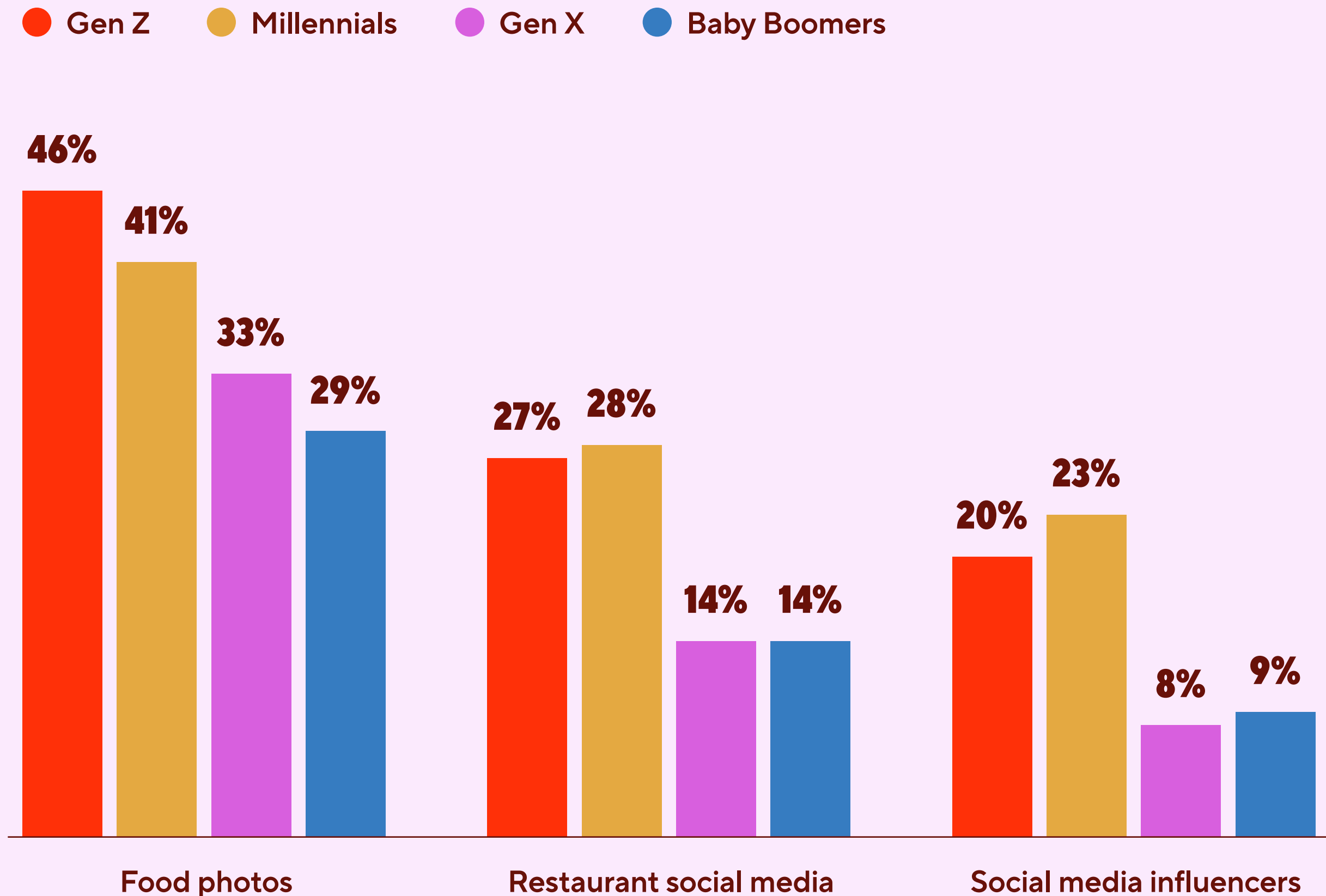


# VIRALITY DRIVES ORDERS AMONG DIGITAL DINERS

When choosing a new restaurant for delivery, the top considerations for most consumers are the same as past years — menu selection (61%), menu pricing (55%), and recommendations from family and friends (53%).

But when looking at this by generation, Boomers over-index on pricing (67%), while Gen Z leans into social proof — like food photos (46%), social media (27%), and influencer recs (20%).

## Social proof considerations for new restaurants



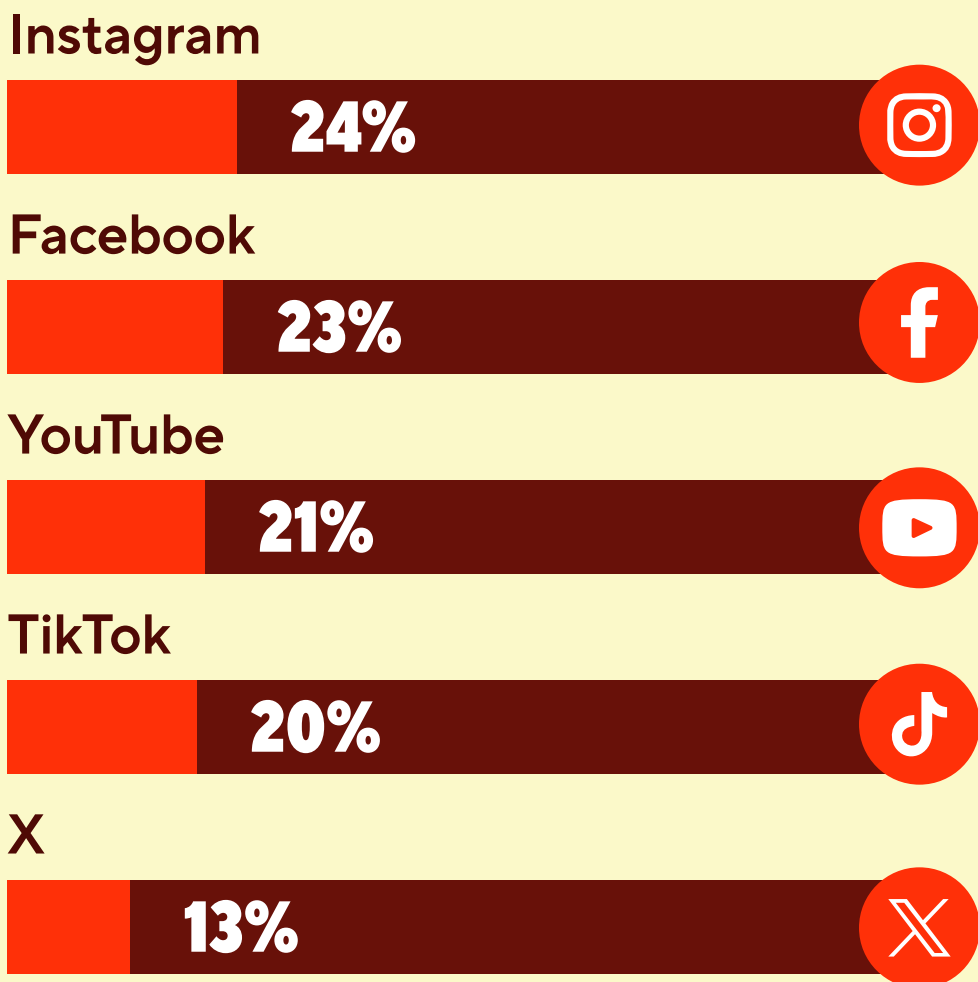


# GO-TO SOCIAL CHANNELS FOR RESTAURANT DISCOVERY

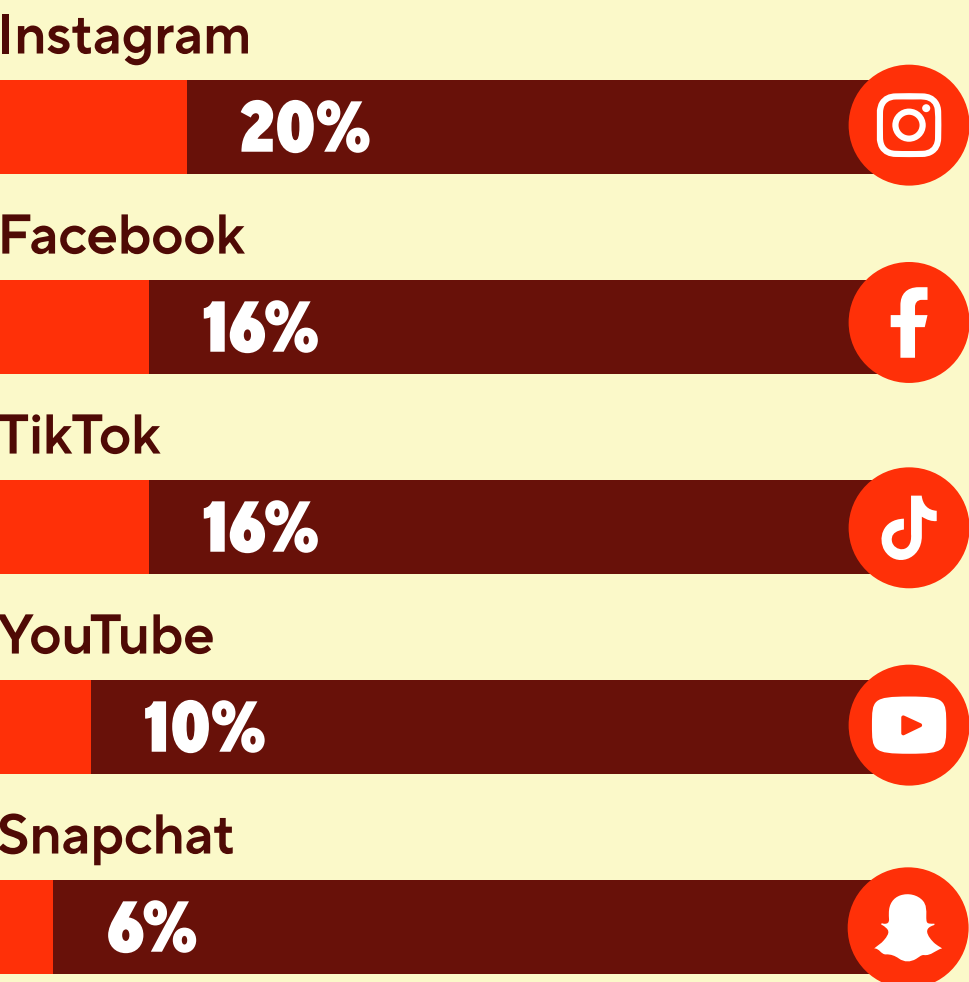
Of those who use social media to find new restaurants, Instagram (22%) is the most popular social media platform overall, followed by Facebook (19%), TikTok (18%), and YouTube (16%). While Instagram and Facebook are the top two preferred channels for both men and women, YouTube is favored more by men (21%) than women (10%) – highlighting the need for tailored marketing strategies across demographics.

## Top social channels by gender

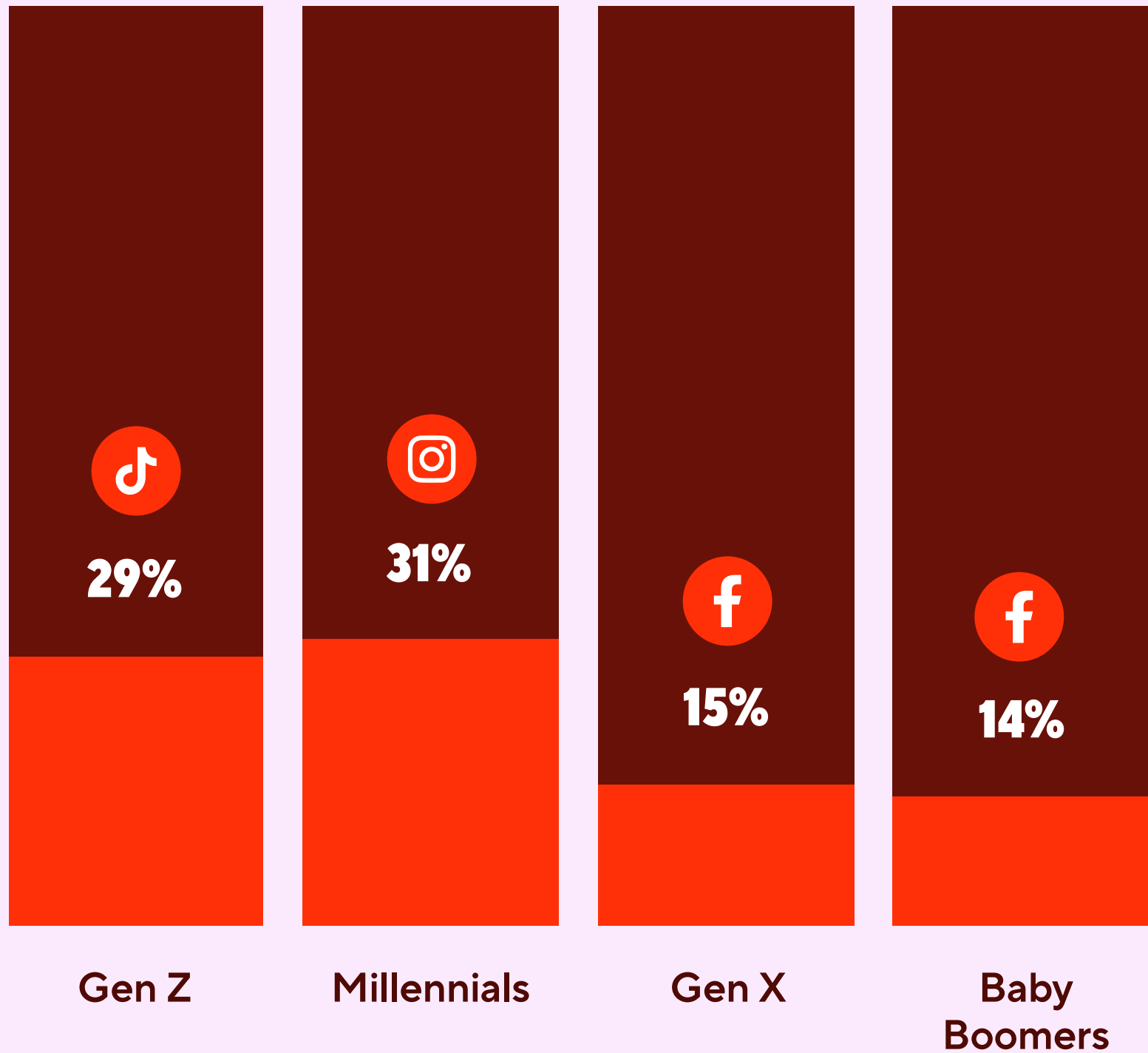
### MEN



### WOMEN



## Top social channels by generation



## INFLUENTIAL REVIEWERS

67% of Gen Zers and 63% of Millennials say they trust restaurant reviews from social media influencers – but that sinks to 45% for Gen Xers and just 28% of Baby Boomers.



# VIRAL FOODS ARE DRIVING PURCHASES

Viral foods and drinks have younger diners in a chokehold — 74% of Gen Zers and 69% of Millennials have ordered a trending restaurant item for takeout or delivery, compared to 56% of diners overall.

But of those, only 40% of consumers thought it was worth the hype.



## BUSINESS TAKEAWAY

Jumping on viral trends is a great way to attract younger diners and generate social buzz — 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, 84% of consumers consider sustainability and ethical sourcing important when making the choice on where to dine out — and this jumps to 92% for Gen Zers and 87% for Millennials. Baby Boomers, on the other hand, are 69% more likely than the general population to say that sustainability is ‘not at all important.’

92%

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

## Restaurant sustainability practices that consumers value most



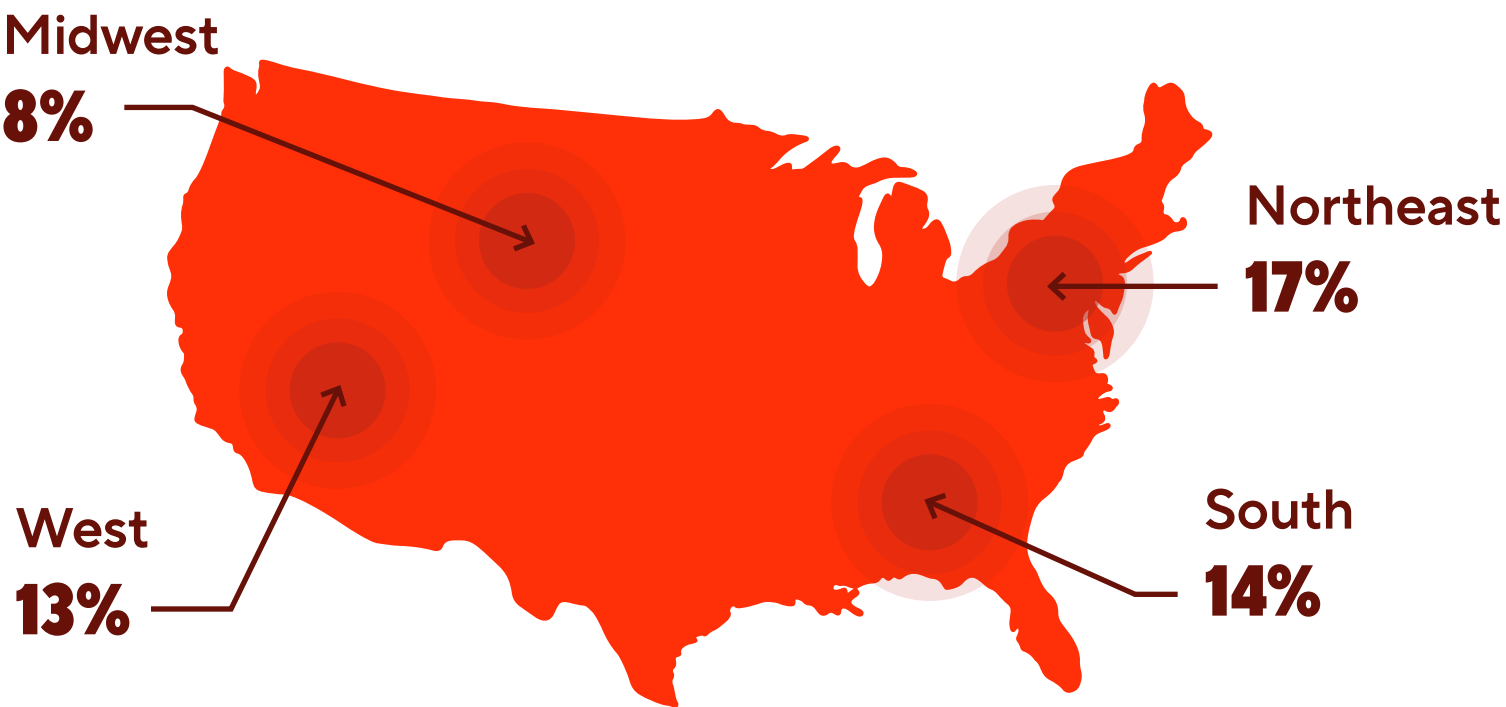


# PARENTS AND CITY DWELLERS LEAD THE CHARGE ON SUSTAINABLE DINING

Parents are nearly 3X 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?

Geography plays a major role, too. Urban diners (22%) and Northeasterners (17%) are most likely to say sustainability is ‘very important’ in their restaurant choice, compared to 23% of rural diners and 20% of Midwesterners who are most likely to say it’s ‘not at all important.’

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



**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.



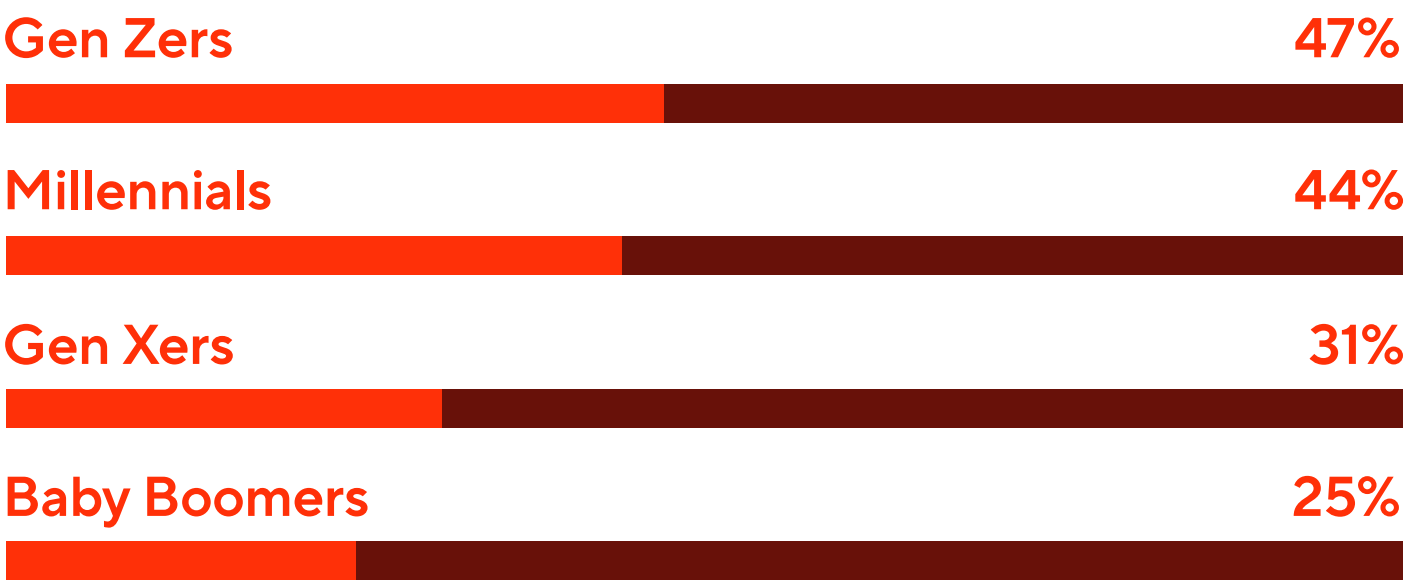
# COMFORT FOOD CLICKS WITH CRAVINGS-DRIVEN CONSUMERS

With delivery apps just a tap away, it feels like the sky’s the limit for ordering whatever you want, whenever you want for a whopping 98% of diners.



Folks who live in cities are the most likely (49%) to often order food delivery based on cravings, likely because they have access to every indulgence imaginable. Parents (44%) are also more likely to *often* give in to cravings than non-parents (37%) — 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

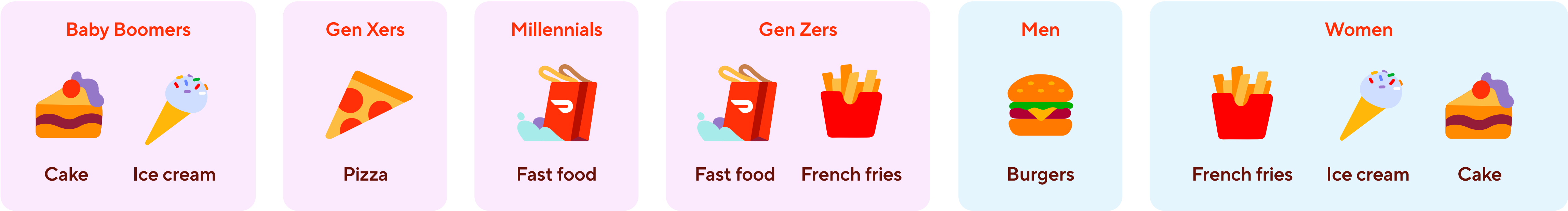
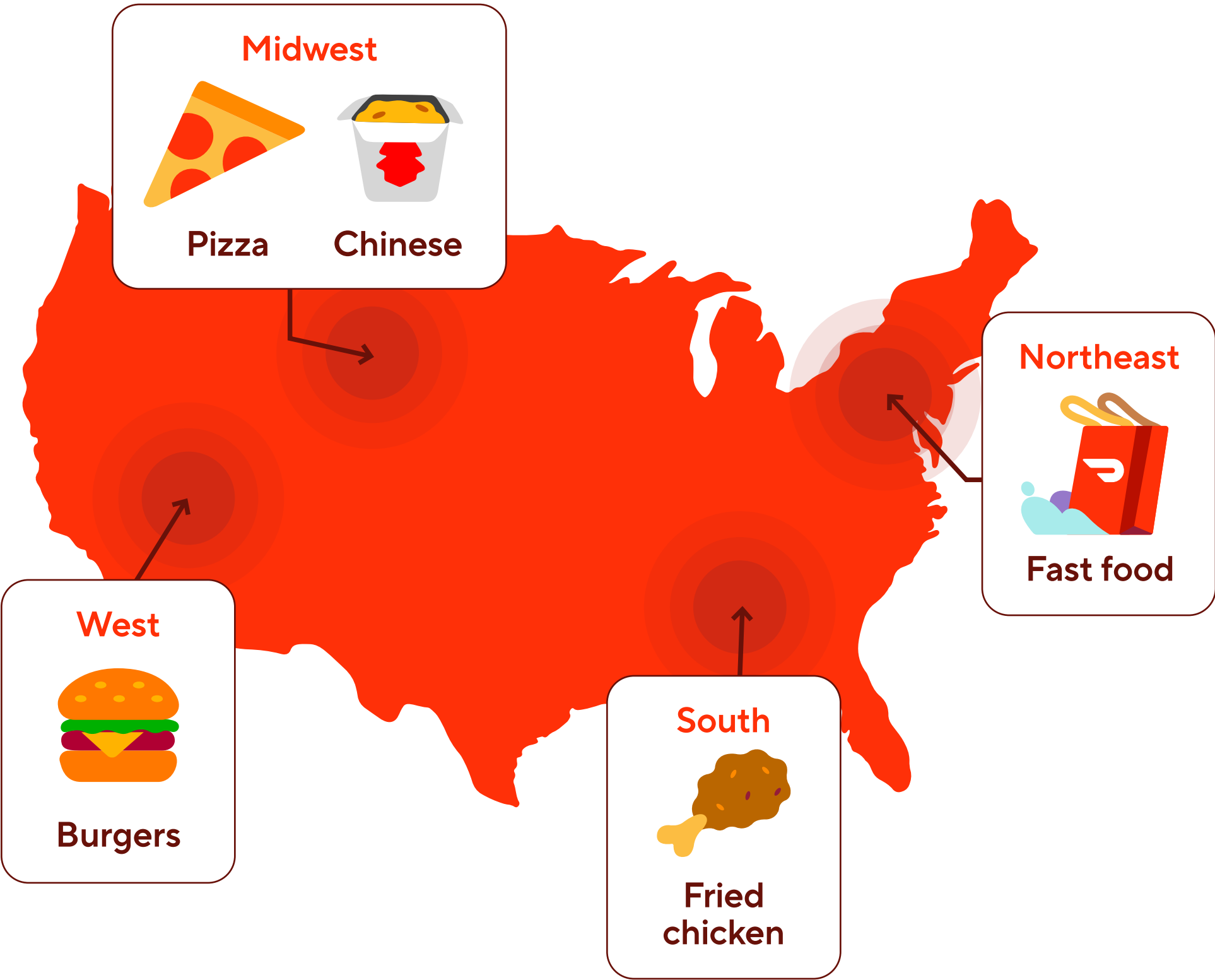




# THE MOST POPULAR FOOD DELIVERY GUILTY PLEASURES ACROSS DEMOGRAPHICS

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

When Baby Boomers indulge, they go straight for dessert. Gen X is loyal to pizza — craving it significantly more than any other group. Fast food (especially an iconic fast-food chain where the arches shine bright) is Millennials’ and Gen Zers’ guilty pleasure of choice. Men over-index on burgers, while women crave both savory and sweet with french fries and dessert. Burgers are the guilty pleasure of choice in the West, but in the South, fried chicken takes the crown. The Midwest over-indexes on Chinese food as well as a classic pizza chain known for its red roof, while the Northeast favors the same iconic fast food chain as Millennials and Gen Zers.





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

Looking at DoorDash data, the most popular food item year after year is french fries. But for the first time, we saw a shift away from traditional American favorites (e.g., mozzarella sticks, chicken sandwiches) in favor of comfort foods from Indian, Mexican, Thai, and Japanese cuisines.

## 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 8 in 10 survey respondents consider food delivery to be a form of self-care, and even more Millennials and parents feel this way (85%).



**MORE THAN ONE IN FIVE AMERICANS (22%) HAVE PRETENDED DELIVERY FOOD WAS HOMEMADE TO IMPRESS THEIR GUESTS OR SOCIAL MEDIA FOLLOWERS.**

But don't worry, [no one has to know you used DoorDash.](#)



**MEN ARE 65% MORE LIKELY THAN WOMEN TO PASS OFF DELIVERY FOOD AS HOMEMADE.**





# AMERICANS REALLY LOVE FOOD DELIVERY — AND THEIR ORDER HISTORY PROVES IT

Turns out, we're all a little obsessed with convenience. More than a third of consumers (35%) have ordered food delivery twice in a day, and 22% have ordered delivery *three or more times in one day*. Men, in particular, are 47% more likely than women to have ordered 3+ times in a single 24-hour period.

**ONE IN FOUR MILLENNIALS (27%) HAVE ORDERED FOOD DELIVERY 3+ TIMES IN A SINGLE 24-HOUR PERIOD.**



31% 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. (If that's the case, then what does [ordering a single banana on DoorDash](#) say about someone?)



## 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.

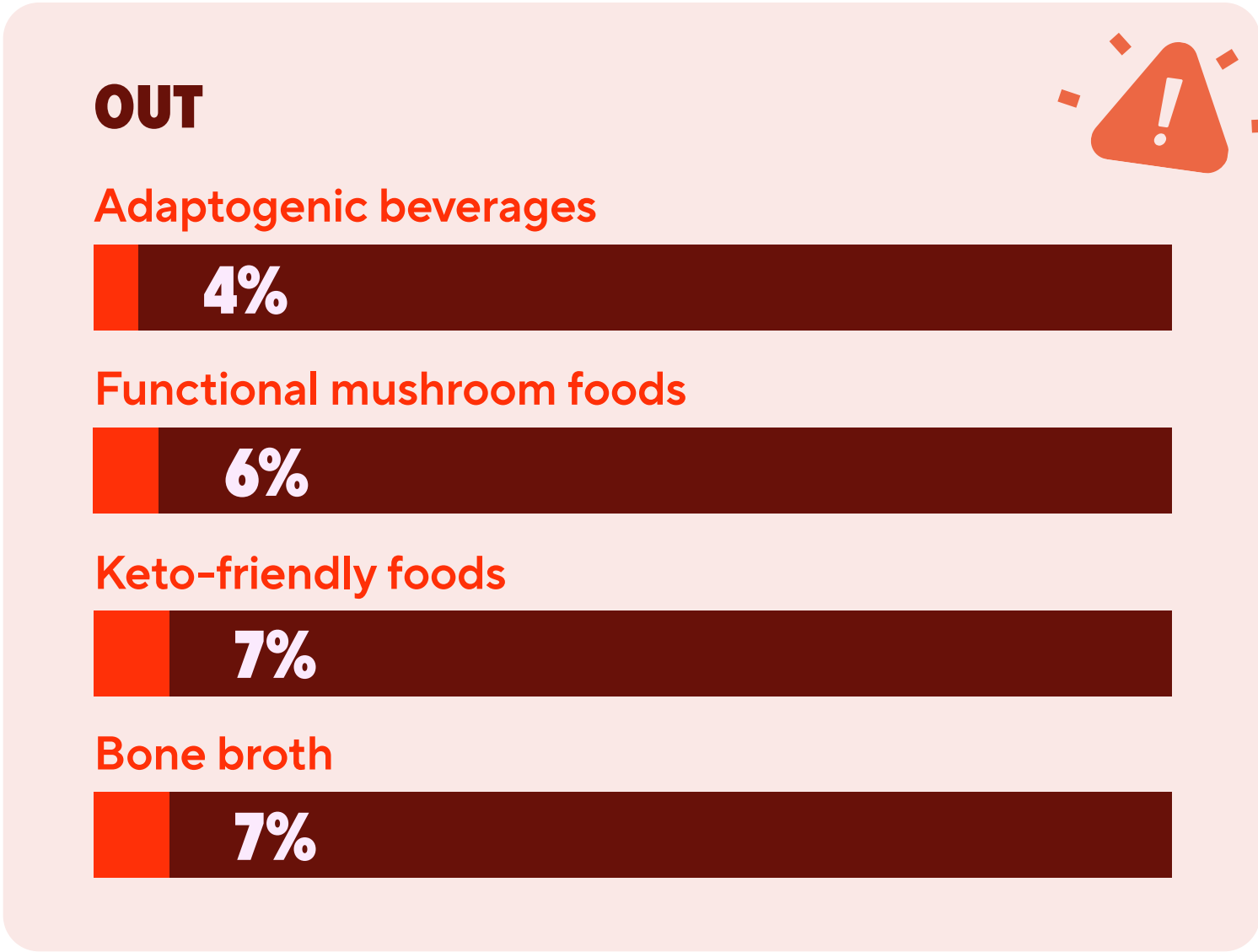
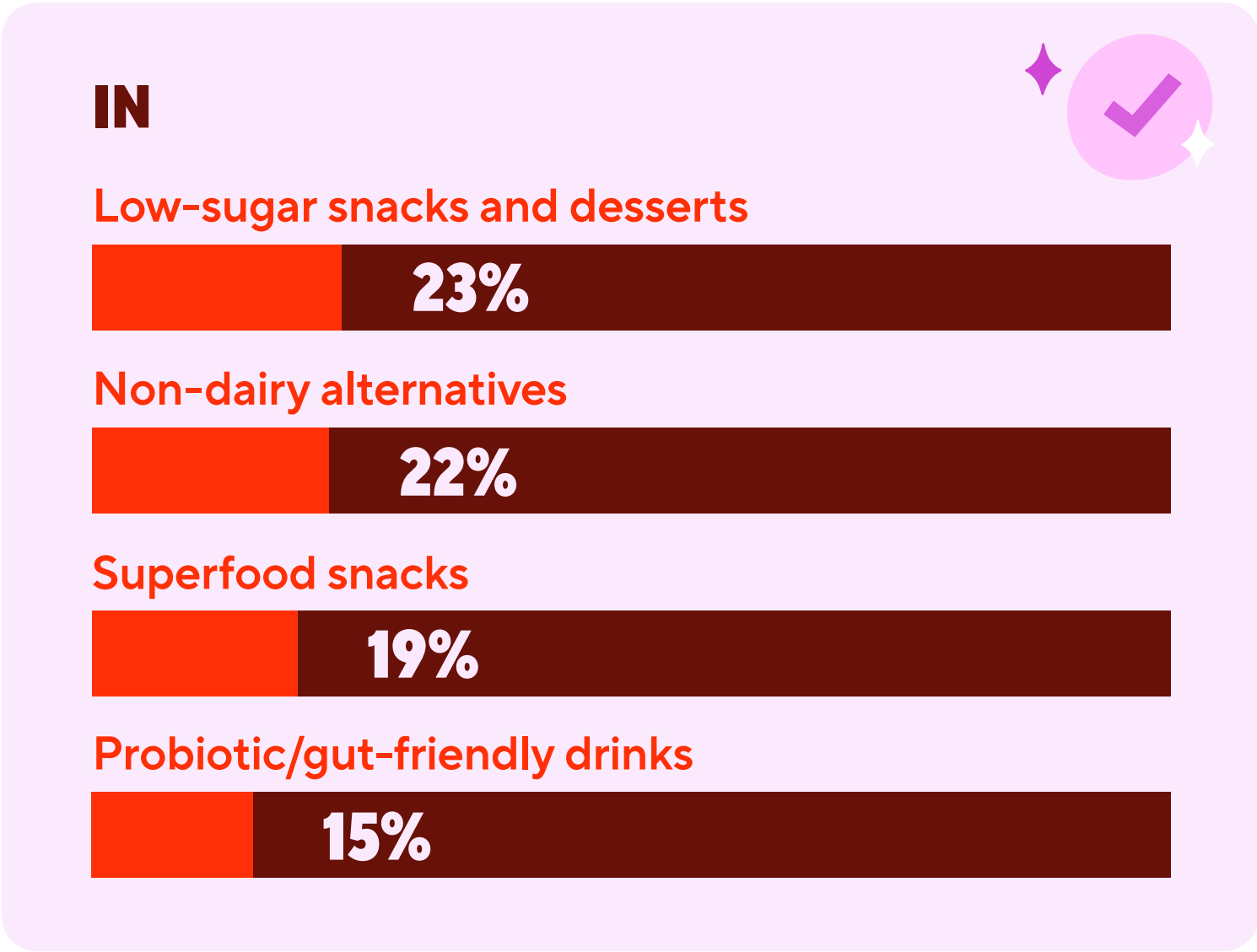


# SUPERFOODS ARE SUPER POPULAR WITH YOUNGER DINERS

Younger consumers are embracing healthier lifestyles, and ordering superfoods like chia pudding and açai bowls for delivery. Gen Zers (37%) and city dwellers (26%) love non-dairy alternatives, while Millennials (20%) are more likely than the general population (15%) to order probiotic and gut-friendly drinks like kefir and kombucha. On the flip side, Baby Boomers (62%), Gen Xers (60%), and consumers in small towns and rural areas (55%) are most likely to **not** have ordered any of these health-conscious items for delivery.

## Health food trends for 2025

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





# MORE AMERICANS ARE SAYING “HOLD THE ALCOHOL”

Interest in non-alcoholic beverages is booming. Our survey found that 80% of people who order alcohol for delivery have ordered low- or non-alcoholic beverages in the past six months — more than twice as many as last year. And 32% say there still aren’t enough non-alcoholic drink options on restaurant or delivery menus.



DoorDash data backs up this trend — we saw an 82% increase in orders with non-alcoholic beer from 2023 to 2024.

## THE RISE OF HEMP THC DELIVERY

And as an alcohol alternative, some consumers are turning to hemp THC. From December 2024 to January 2025, DoorDash orders with hemp THC beverages grew 19% and orders with hemp THC edibles were up 15% — perhaps signaling that consumers are exploring new rituals during Dry January.



80%

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



## BUSINESS TAKEAWAY

The sober-curious 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.

*Must be sold in compliance with state mandated age limits. Hemp-derived products contain no more than 0.3% Delta-9 THC on a dry weight basis. A Certificate of Analysis for the product may be obtained from the manufacturer. The Food and Drug Administration has not evaluated these products for safety or efficacy, and has not evaluated any statements regarding these products. These products are not intended to diagnose, treat, cure, or prevent any disease. Do not use these products if you are pregnant or nursing. Keep these products out of reach of children.*



# DINING DOLLARS GO TOWARD HIGH-QUALITY FOOD DELIVERED QUICKLY

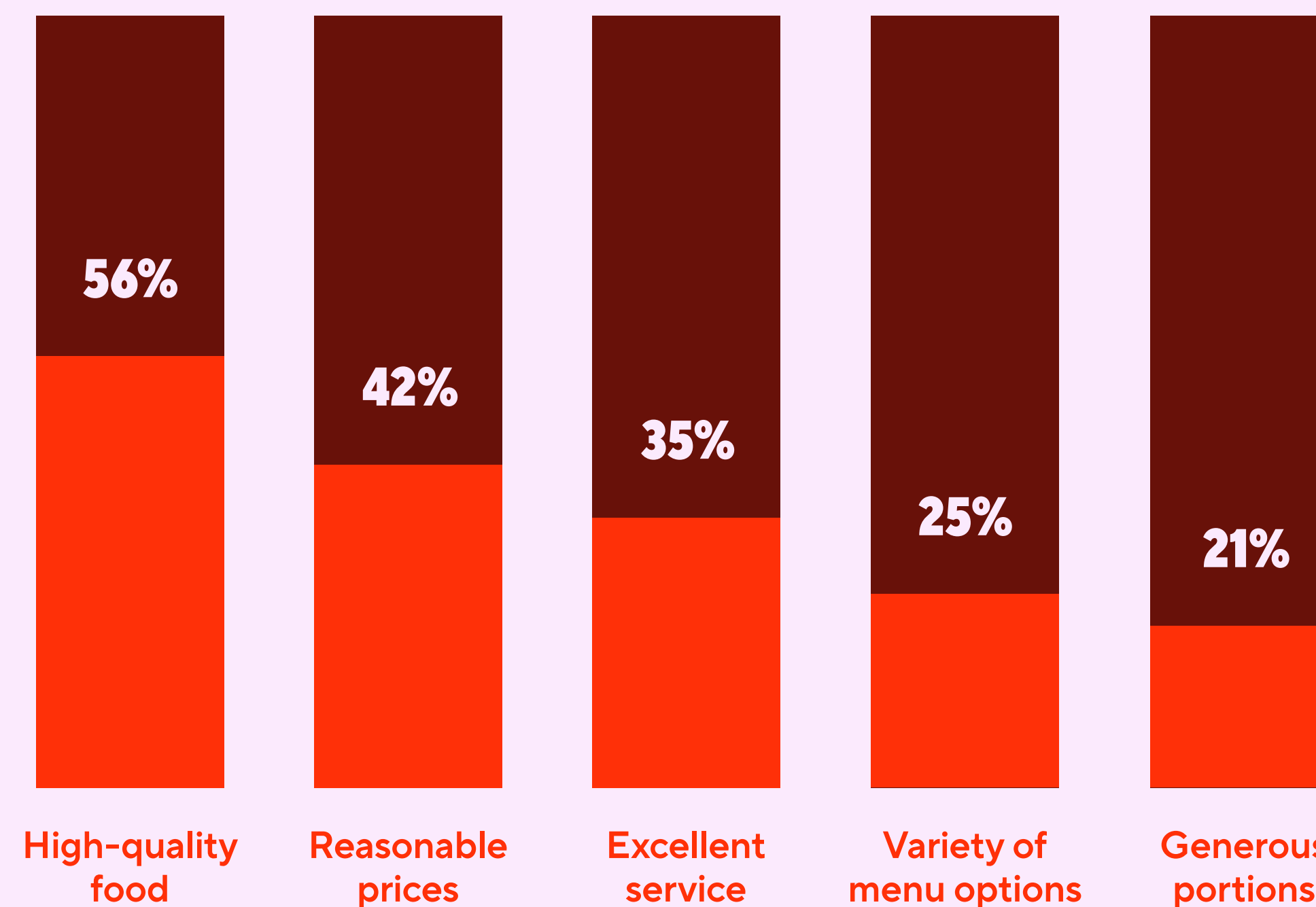
With today's economic uncertainties, food delivery customers are looking for ways to get more bang for their buck. More than half of survey respondents (51%) always or often save leftovers from delivery meals, turning a \$30 order into just \$15 per meal.

42% of consumers cite reasonable prices as the top factor that makes dining out worth it. But impatient Gen Zers are 26% more likely than the general population to say fast service makes restaurants worth the cost.

**35% OF SMALL TOWN AND 29% OF RURAL DINERS SAY BIG PORTIONS MAKE DINING FEEL WORTH IT.**



## Top factors that make dining out worth the cost



## BUSINESS TAKEAWAY

Quality is the 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.



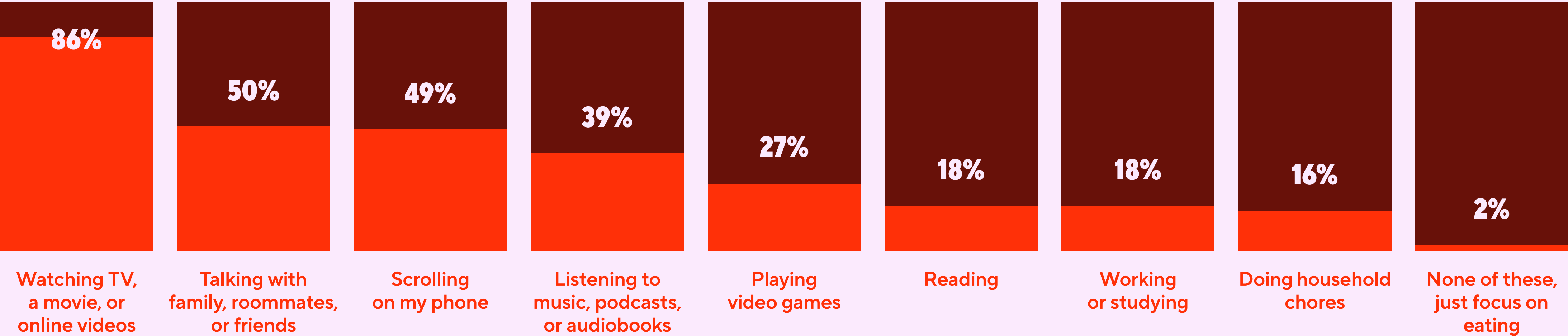
# MEALTIME IS ME-TIME — MEET THE 2025 TV DINNER

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 — 86% of consumers watch TV or a movie while eating, followed by only 50% who talk to their family or roommates.

Gen Zers (60%) are the kings and queens of the “scroll-and-snack,” Millennials (45%) are more likely to tune into podcasts or playlists, and about one in four Millennials and Gen Zers eat delivery while working or studying. Men are over 1.5X more likely than women to play video games while they eat. And only 2% 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?



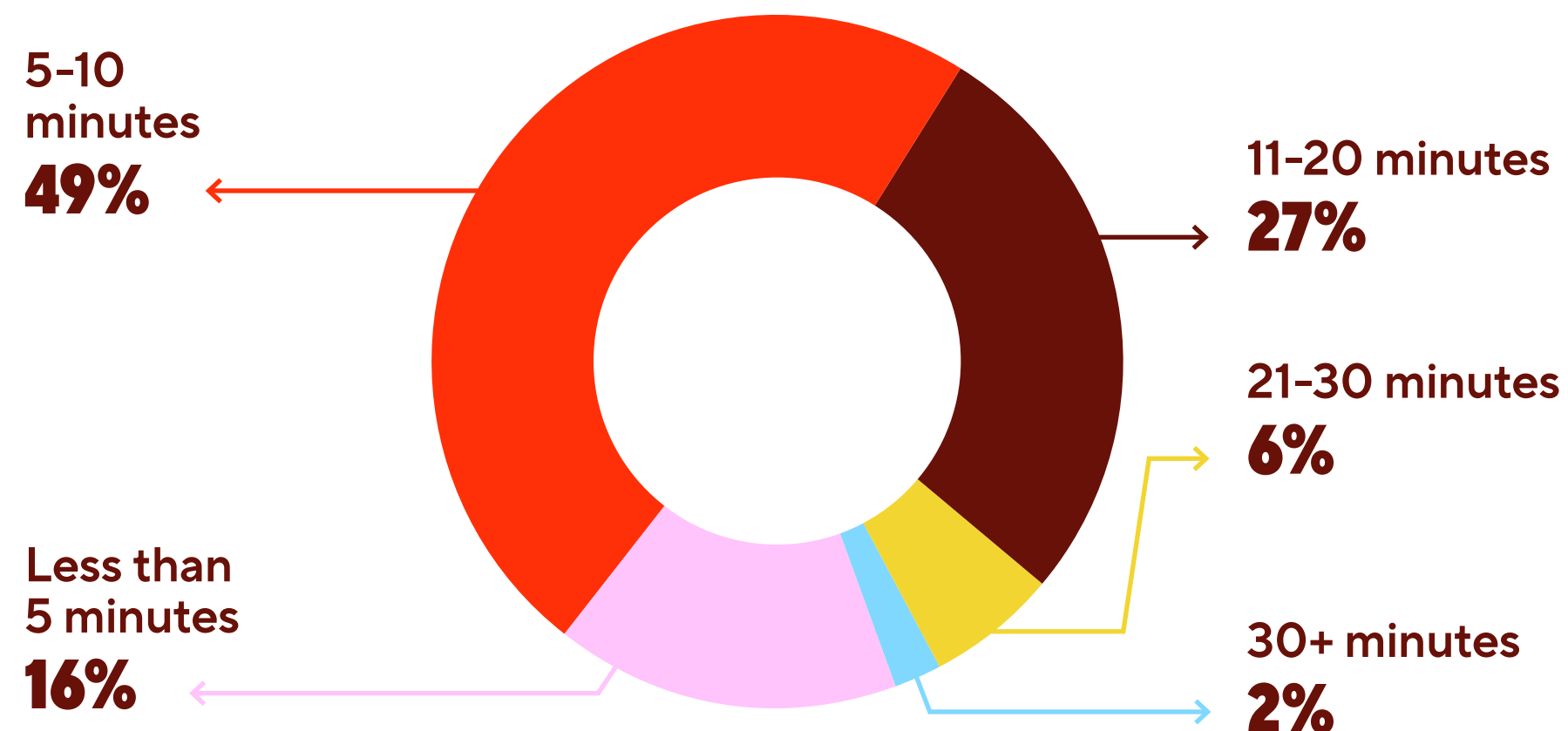


# DELIVERY DECISIONS HAPPEN QUICKLY

Most consumers (75%) have ordered delivery last-minute in the past month, and 50% of parents order last-minute meals at least once a week — nearly 2X more likely than non-parents. About one in four consumers (27%) plan meals days in advance, but Gen Zers (12%) are most likely to wait until 6 pm or later to decide what's for dinner (sometimes in a panic!).

Baby Boomers (57%) are the fastest orderers, spending just 5-10 minutes deciding what they want for delivery, while 30% of Millennials and Gen Z 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 app 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 Americans (47%) place repeat restaurant orders at least weekly, with Millennials (55%) and parents (60%) the most likely to reorder frequently — some even daily.

“A customer who lives 20 minutes from Mi Vida may not want to travel here two or three times a week. But if they can have it delivered to their door, maybe they’ll have our enchiladas more often.”



**SUSAN BRIGGS**

Regional Director of Operations,  
KNEAD Hospitality + Design



## MI VIDA DOUBLED DOORDASH SALES YEAR-OVER-YEAR WITH MARKETING CAMPAIGNS

Mi Vida, a Mexican restaurant based in Washington, DC partners with DoorDash for third-party delivery. They’ve driven significant incremental revenue as a result, increasing year-over-year DoorDash sales by 100%.

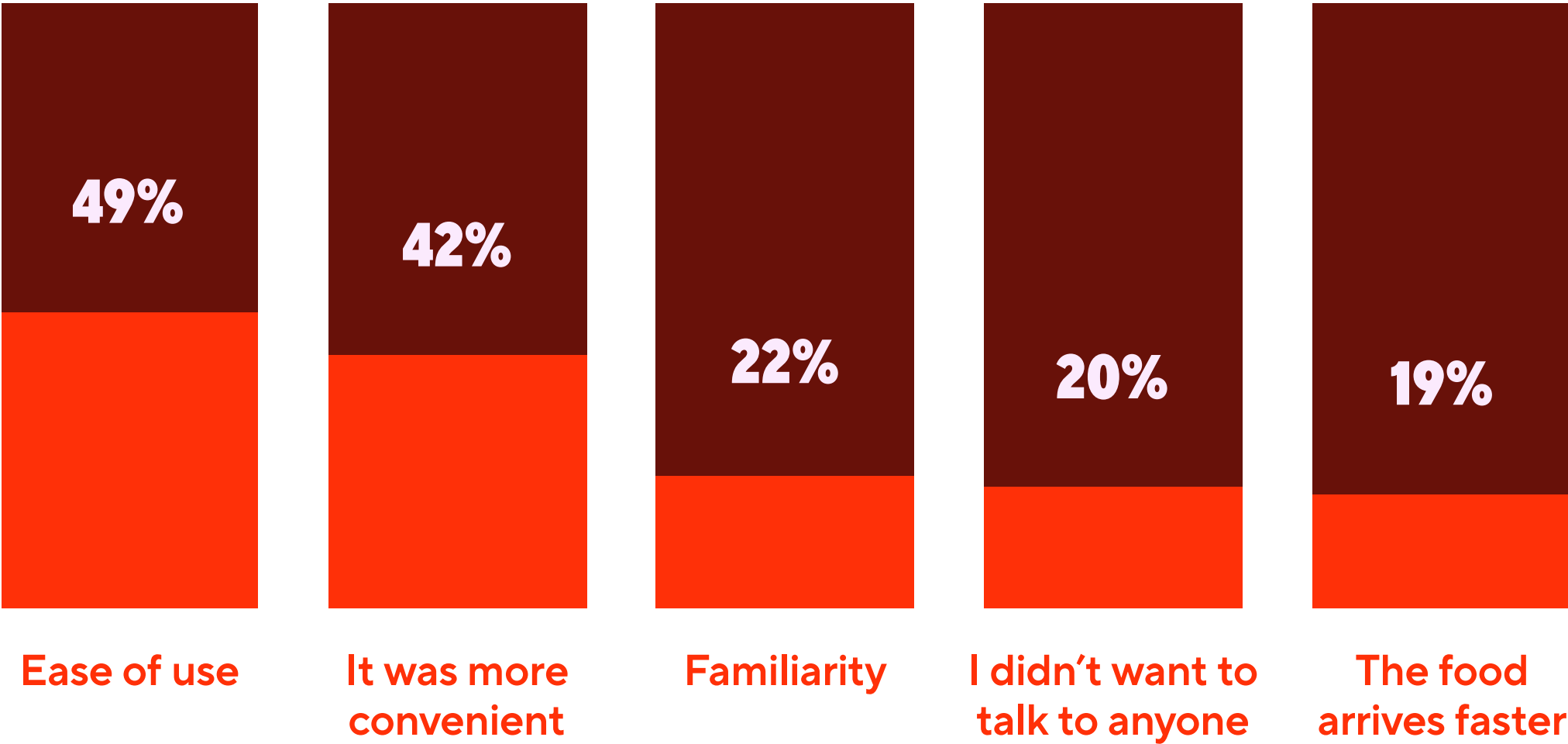
[Read the story](#)



# DINERS PREFER THIRD-PARTY APPS, AND ENJOY EATING LOCAL

One in five survey respondents (21%) report ordering restaurant delivery more than they did in 2024. And nearly half (46%) prefer ordering via third-party apps or websites, primarily because of ease of use and convenience. When ordering out, about a third of consumers (31%) prefer to order from local restaurants.

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



## HAN DYNASTY INCREASED DOORDASH ORDERS BY 23% WITH ONLINE ORDERING

When Han Dynasty, a Sichuan restaurant in Philadelphia, re-launched their website using [Online Ordering](#), they improved operations and increased DoorDash order volume in just three months. “[Online Ordering] has been a great tool for us because it makes operations so much easier and it’s cost efficient. I can focus my attention on making delicious Sichuan food and connecting with customers,” says Han Chiang, Founder of Han Dynasty.

Read the story

The second-most popular way to order delivery, according to survey respondents, is directly from restaurant websites or apps (41%). 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.

4.6

## AVERAGE NUMBER OF TIMES CONSUMERS ORDER FOOD DELIVERY FROM THIRD-PARTY APPS EACH MONTH

For younger cohorts, that increases to 5.1X (Gen Z) and 4.8X (Millennials).

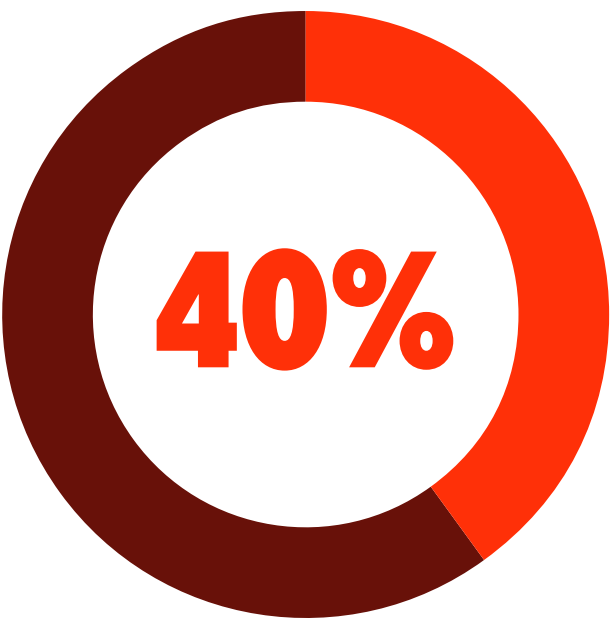


# ALCOHOL DELIVERIES ARE UP, AND MAKE HOSTING EASIER

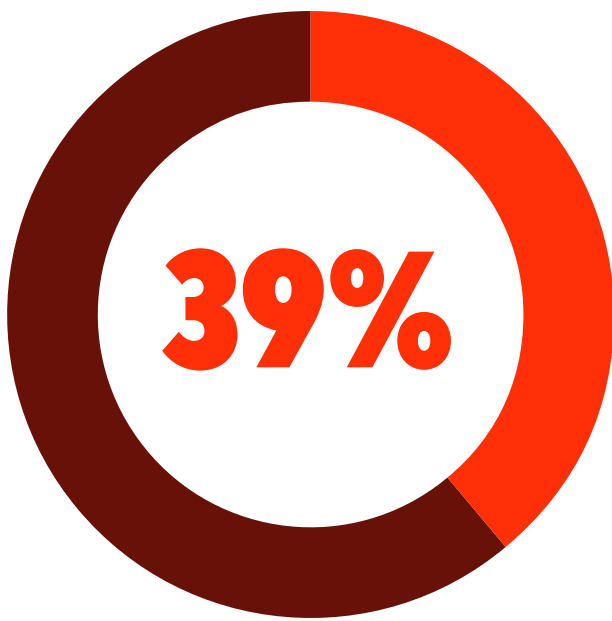
42% of survey respondents are ordering alcohol for delivery more often than they did in 2024, and nearly half (49%) prefer doing it via third-party apps or websites. The most popular occasions for ordering alcohol delivery include watching sports, celebrating holidays, and hosting.



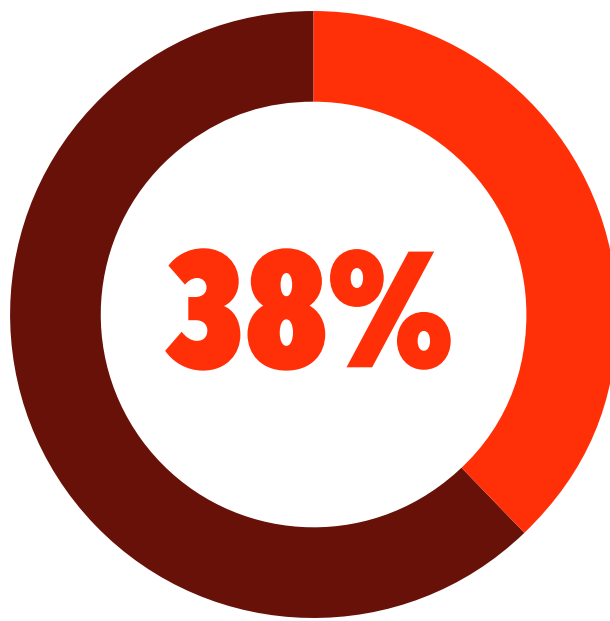
## Top occasions for alcohol delivery



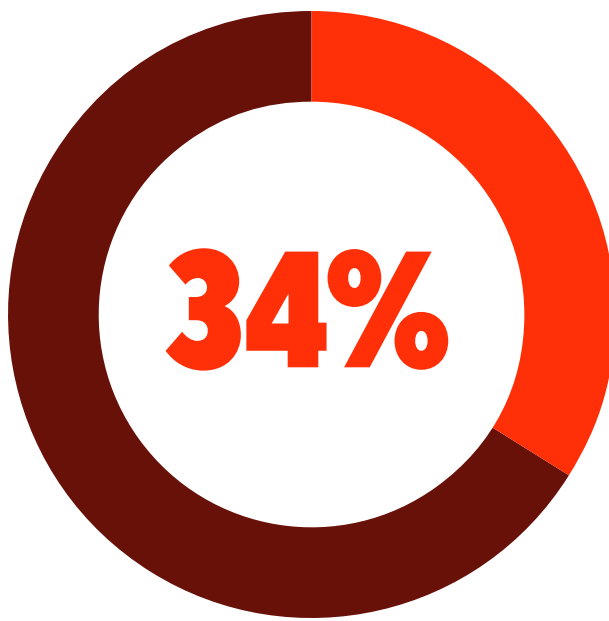
Regular nights at home



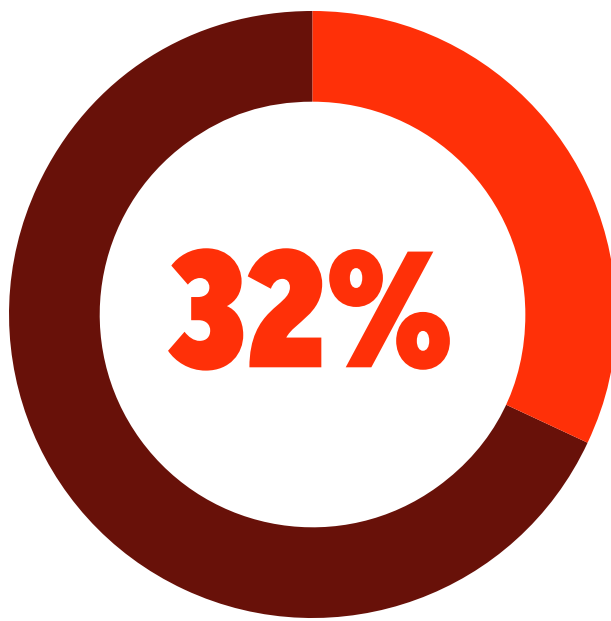
Watching sports



To celebrate holidays



For hosting parties



For romantic evenings

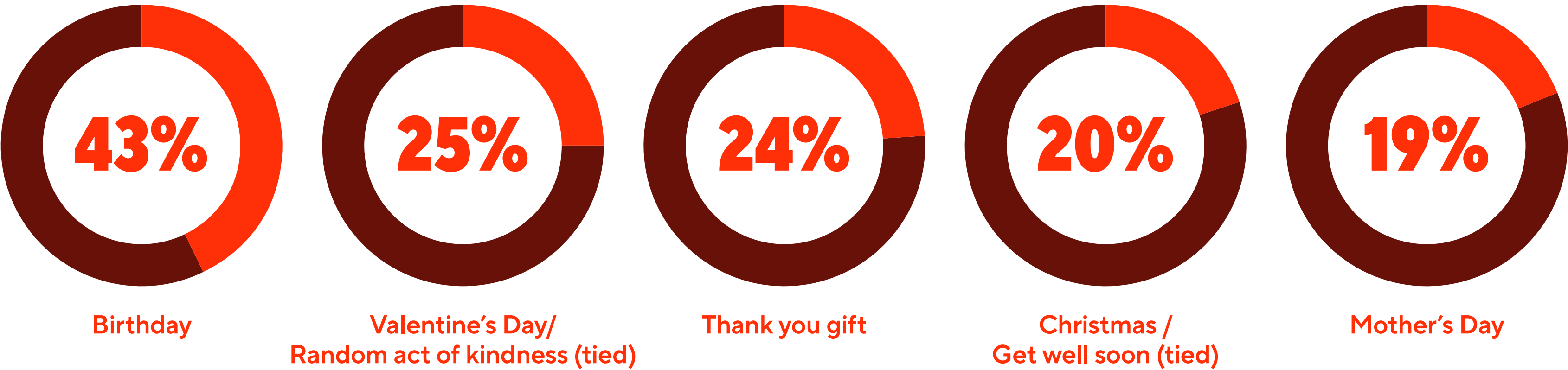
Must be 21+ to order alcohol. Drink responsibly. Alcohol delivery available only in select markets.



# BIRTHDAY GIFTS, NOW ON-DEMAND

Delivery helps consumers spread love from near or far. Nearly three-quarters (72%) of survey respondents 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 overindex on gifting for Valentine’s (29%), Christmas (22%), Thanksgiving (21%), and anniversaries (16%) – while women lead on kind gestures “just because” (27%).

## 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.



# THE SECRET INGREDIENTS FOR RESTAURANT GROWTH

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



## EMBRACE PERSONALIZATION

With over 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 younger customers.



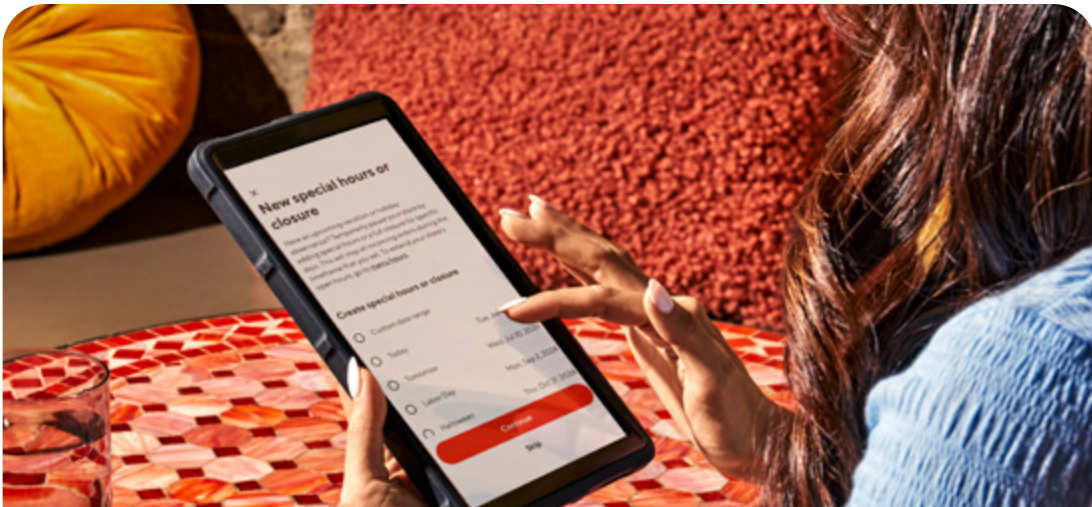
## CREATE SOCIAL MEDIA MOMENTUM

Capitalize on viral food items 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 by setting up 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 only for special occasions.

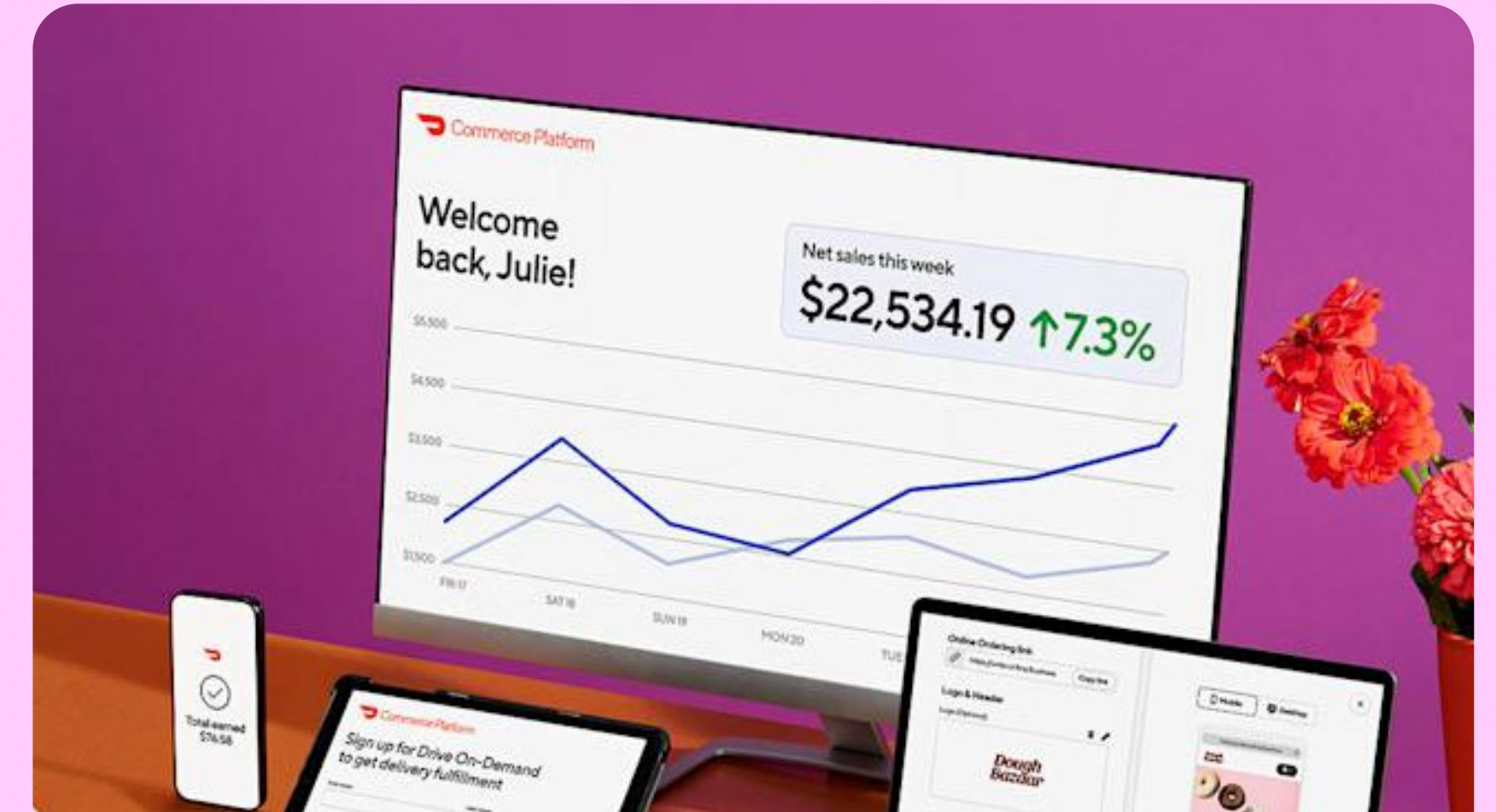




# GROW YOUR RESTAURANT WITH DOORDASH

Get started with the DoorDash Merchant Suite and unlock new sales opportunities with the **#1 category leader in food delivery**.

Drive revenue with DoorDash

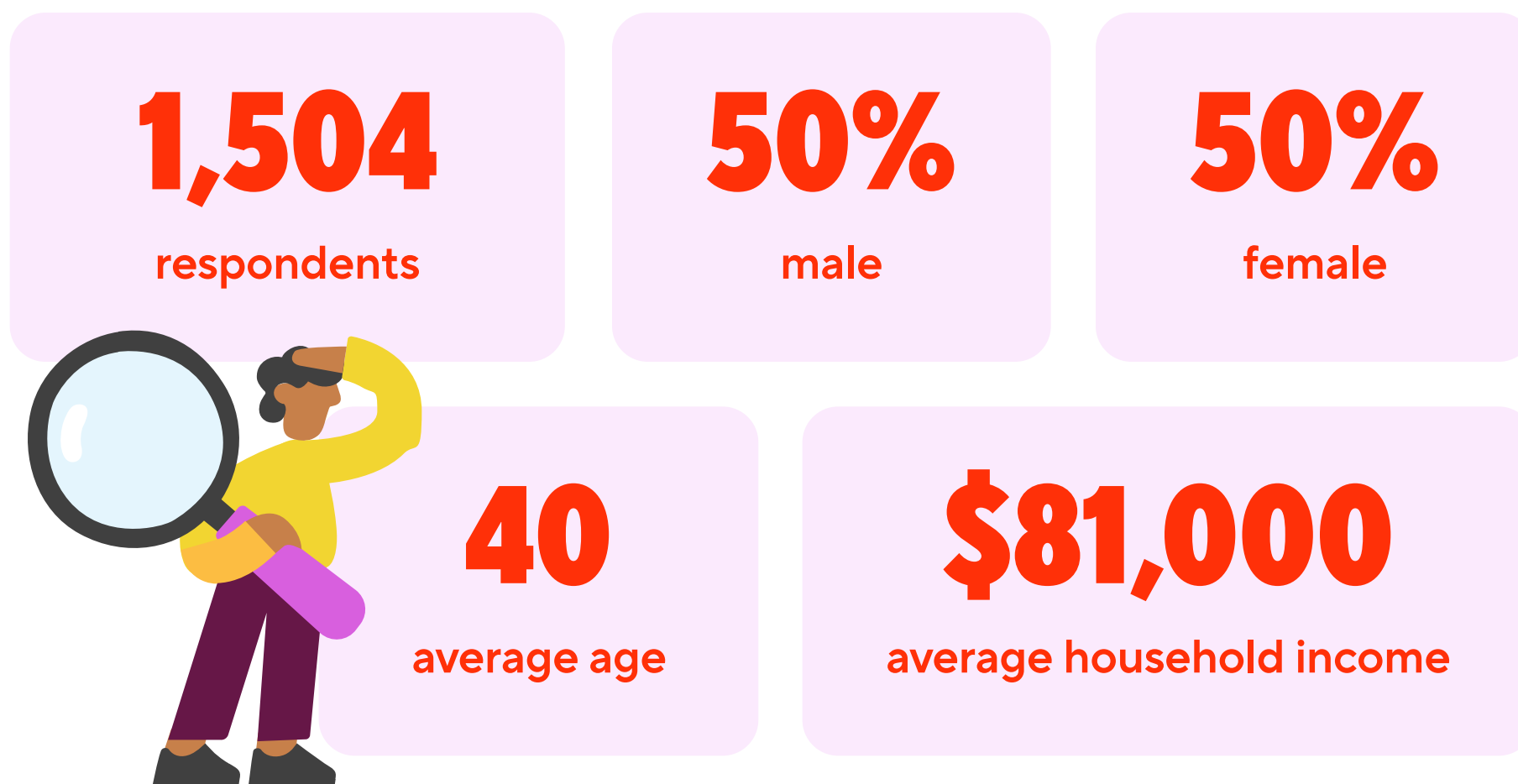


- ✓ Try out DoorDash with 0% commissions for up to 30 days.
- ✓ Access flexible solutions on the DoorDash app like [Delivery & Pickup](#), [Sponsored Listings](#), and [Alcohol Delivery](#).
- ✓ Scale on your own channels using [Online Ordering](#), [Drive On-Demand](#), and other [Commerce Platform solutions](#).
- ✓ 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 US 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 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 a technology company that connects consumers with their favorite 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. 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.

