

# Global Food Trends 2023/2024



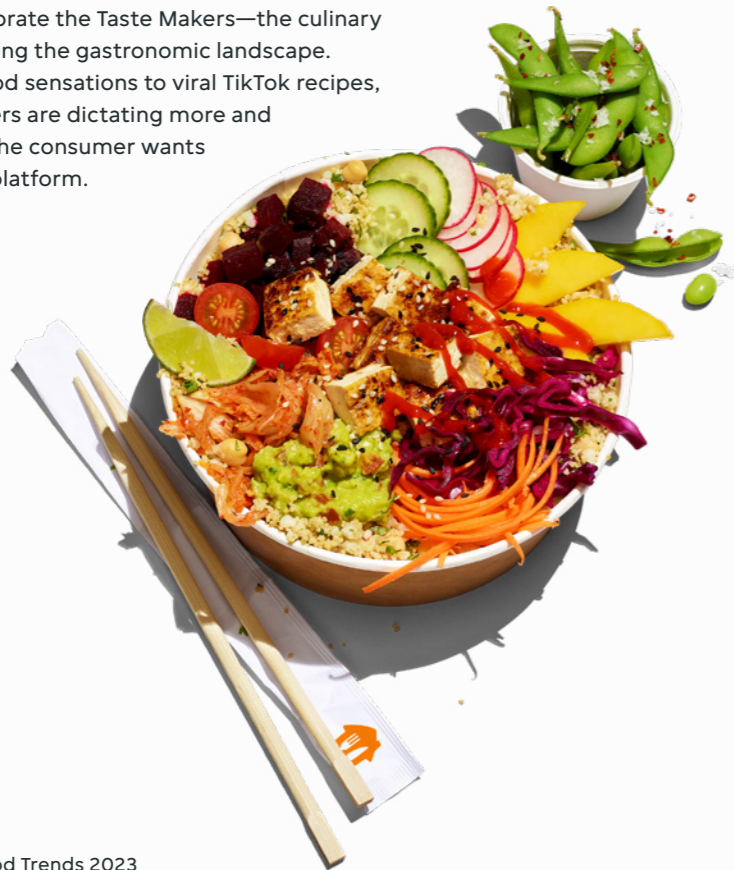
# A sneak peek into our global food trends

In 2023, we saw a lot of changes in the world of food delivery. In this report, we'll take you through the five biggest food trends we expect to see in 2024.

First up is Mood Food, where we spotted a surge in ordering at different times of day, not just the traditional breakfast, lunch and dinner. Next up, meet the Zero Heroes—proving that sustainability isn't just a trend; it's a fundamental pillar, shaping current and future behaviour.

Fusion Cuisine is also on the rise, where we saw people increasingly search for food that bridges the gap between different cultures. Meanwhile in Direct-to-Cart, we explore how convenience remains key, with the rapid rise of grocery delivery to your door.

Lastly, we celebrate the Taste Makers—the culinary maestros shaping the gastronomic landscape. From street food sensations to viral TikTok recipes, these influencers are dictating more and more of what the consumer wants to find on our platform.



# What's cooking right now



Breakfast orders are popular worldwide, led by 10biz Israel and Bistro.sk Slovakia with 23% and 17% of total orders respectively.



What's cooking right now

## Trend 1

# Mood food

More and more customers are ordering a greater variety of foods and, in particular, at new times of the day. While food delivery orders were traditionally centred around lunches and dinners, the surge in breakfast demand detected last year has expanded to include other times of the day. While breakfast still takes a prominent role, we've also seen an increase in instances that offer us small moments of happiness—such as snacking between meals or indulging ourselves.



The French are the biggest fans of late-night snacks.



The top dessert in Ireland is a Smarties McFlurry while consumers in Belgium and Luxembourg prefer Tiramisu.



In Bulgaria, the most ordered breakfast item on Takeaway.com is a ham and cheese croissant.



Ordering coffee is increasingly popular. In Australia, someone ordered almost 600 cappuccinos in a year through Menulog.



Trend 2

# Zero heroes

People now think about sustainability at more frequent touchpoints in their lives. At JET, we're committed to driving sustainability through the food delivery sector and doing what we can to reduce the environmental impact of our business as well as supporting our partners and consumers to make more sustainable choices.



To address food waste, SkipTheDishes launched the 'Do Good Deal' initiative in Canada, providing customers with end-of-day discounts on unsold menu items that would otherwise go to waste.



In Germany, Lieferando has teamed up with Vytal to provide over 2,500 restaurants with reusable packaging.



First circular packaging event during Women's UEFA Champions League final in the Netherlands.



We've rolled out Notpla's plastic-free, seaweed coated packaging to 9 markets.



**In the Netherlands, people love exploring new cuisines. According to Thuisbezorgd.nl data, up and coming cuisines are: Indian-Chinese (Gobi Manchurian and Vegetable Hakka Noodles) and French-Vietnamese (Banh mi).**

### Trend 3

# Fusion of cultures

In today's world, people are increasingly seeking food that provides a sense of connection. This can be a connection to their own environment, places around the world, cultures where ingredients or dishes originate, or even with like-minded individuals on topics such as sustainability or specific diets.



**At 15%, Austria has seen the highest number of Vegan dishes ordered.**



**On Just Eat Italy, Italian-Japanese fusion cuisine takes the spotlight among favoured choices, while the younger generation is showing an appreciation for Italian-Brazilian cuisine.**



**Italian cuisine unites us globally, claiming the top cuisine spot in all markets.**

## Trend 4

# Direct-to-cart

Convenience remains a priority for many people. The rise of quick-commerce has made it possible to have some groceries delivered quickly to your home. There is more flexibility than ever before. New innovations and delivery services are becoming the new normal.



**Top grocery products on Just Eat Switzerland are ice tea, ice cream, orange juice, wine, avocado, bananas and tomatoes.**



**The top five popular grocery products on Just Eat UK include milk, the lunch meal deal, fizzy drinks, orange juice and eggs.**



**In most of our markets, grocery delivery orders remain consistent throughout the day. In Denmark, however, there was a peak on Just Eat grocery orders between 16:00 and 19:00 hours.**



**In various markets, we are seeing a huge increase in our grocery delivery services. For instance, in the Netherlands, the number of grocery orders on Thuisbezorgd.nl rose by 179% from 2022 to 2023.**

The most trendy dishes on Just Eat in Spain are el bizcocho a la taza (mug cake) and pasta with feta.



## Trend 5

# Taste makers

The digital world has burst onto the gastronomic scene not only in terms of home delivery and online shopping basket products, but also through social media food trends. In our hyperconnected world, people, and especially the younger generations, draw culinary inspiration from both international sources and domestic ones. They seek inspiration from star chefs as well as TikTok creators, local experts, and international influences, ancient traditions, and new fusions.



In Poland, current trendy dishes on Pyszne.pl following social trends are fried asparagus and pumpkin spice latte.



Hawaiian pizza goes mainstream on Grubhub in the US. Pineapple on pizza orders had a 33% increase nation-wide in 2023.





## Sources

## The ingredients of this study

This report is part of the Food Trends Report Just Eat Takeaway.com conducts for its markets, using internal statistics and data. The trends have been identified through WGSN, a global trend forecasting company.

## Contact



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