
Snapshot - Food delivery apps in Asia & U.S.

October 2023

insight.rakuten.com
rig-sales@mail.rakuten.com

Introduction



In recent times, food delivery apps have become an important part of consumer lifestyles across the world. The last few years have been a boom time for food apps.

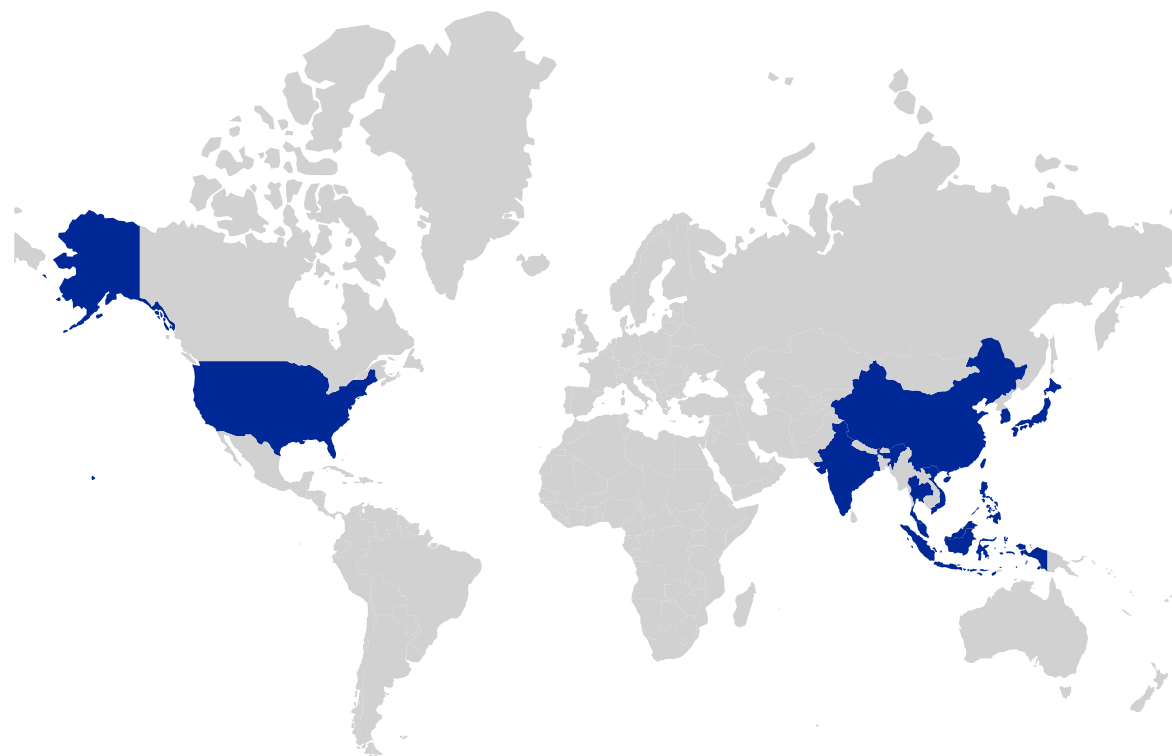
The multiple consumer benefits are clear. The apps offer customers various cuisines, options to compare and choose favoured dishes without the need to go outside. Moreover, tailored campaigns and discounts encourage customers to order more takeaways.

Although the lockdowns of covid pandemic provided more impetus for takeaways, food delivery apps are now firmly embedded into consumer lifestyles.

As such, Rakuten Insight Global surveyed over 150,000 consumers within its 12 proprietary panels across APAC & in the US. This report contains the key findings.

About the survey

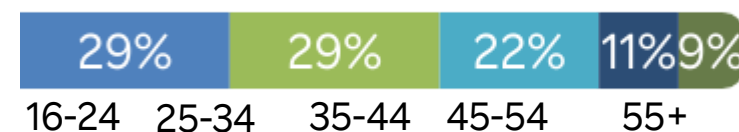
The survey was conducted online using Rakuten Insight proprietary panels with 152,594 respondents across 12 key markets within APAC & the U.S.



Gender



Age



Markets

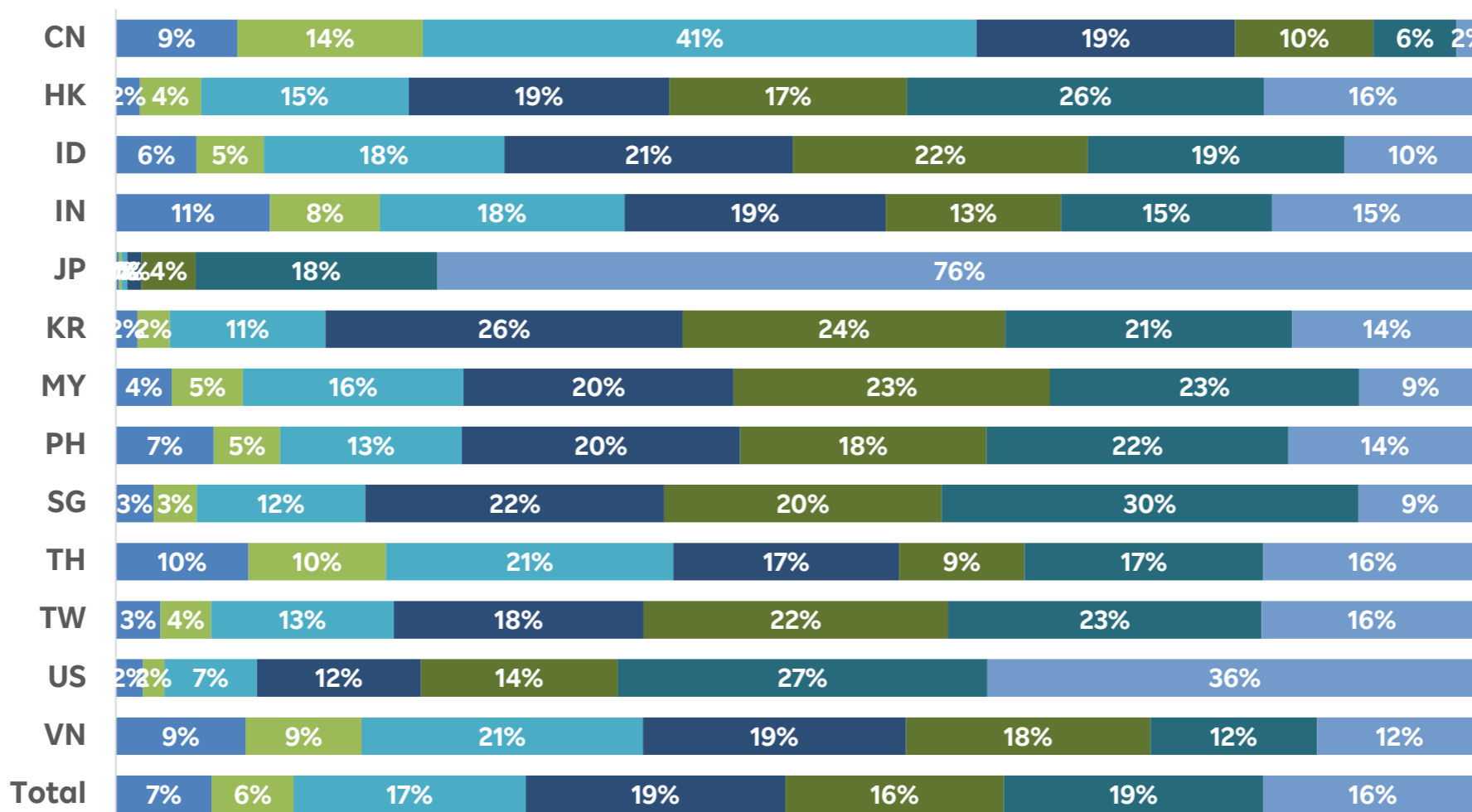
- | | | |
|-----------|-------------|---------------|
| China | Hong Kong | India |
| Indonesia | Japan | South Korea |
| Malaysia | Philippines | Singapore |
| Thailand | Taiwan | United States |
| Vietnam | | |

Highlights

- In **China**, **63% of consumers order at least 3-6 times a week**. Conversely, in **Japan**, **76% of consumers never make an order**
- **Dinner is the most common mealtime for food apps** (56%), followed by lunch (48%). Snack-time (afternoon or late night) may be an interesting growth opportunity
- **Fast food is cuisine of choice for 65% of consumers**, perhaps highlighting the guilty pleasure nature of food apps
- **GrabFood is the app of choice in 5 markets:** Malaysia (79%), Philippines (71%), Singapore (84%), Thailand (56%) & Vietnam (66%)
- In line with previous surveys, food delivery apps were used more during the COVID-19 pandemic by 51% of consumers
- This increase was due to **government restrictions (51%), social distancing (44%), and to feel happier at a stressful time (30%)**
- **Indications are that consumers will continue to use food apps**

How often do you order from food delivery apps?

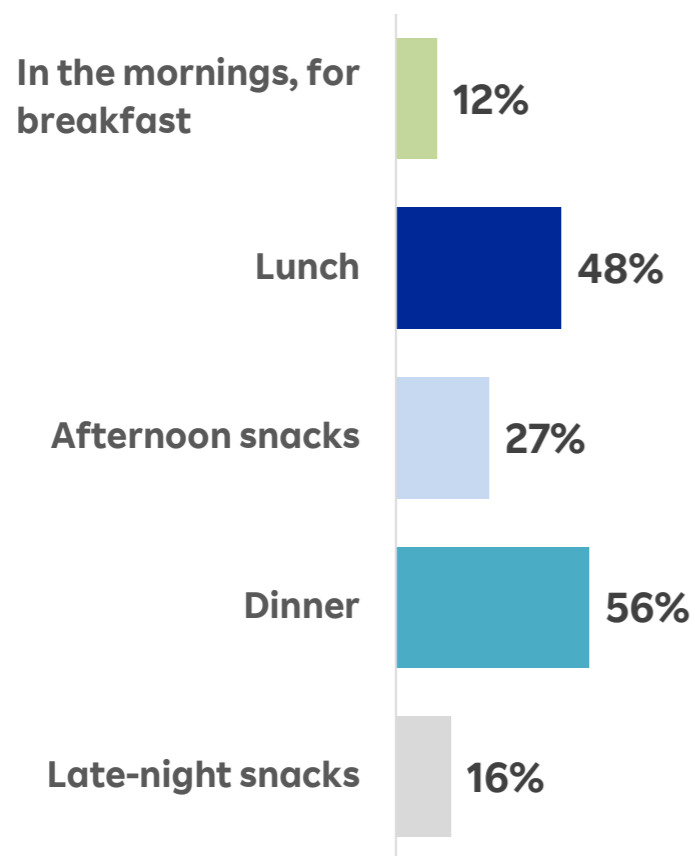
Food delivery apps have become part of consumer lifestyles across markets in APAC except for Japan. Most used in China, where 63% of consumers order at least 3-6 times a week. However, food delivery apps are yet to make a mark in Japan, where 76% of consumers never make an order



■ Several times a day ■ Once a day ■ 3-6 times a week ■ Once or twice a week ■ Several times a month ■ Less than once a month ■ Never

For which mealtimes do you usually order from food delivery apps?

Dinner is the most common mealtime to make an order, followed by lunch. Snack-time in afternoon or late night is an interesting growth opportunity for food apps to make more discounts to encourage more sales



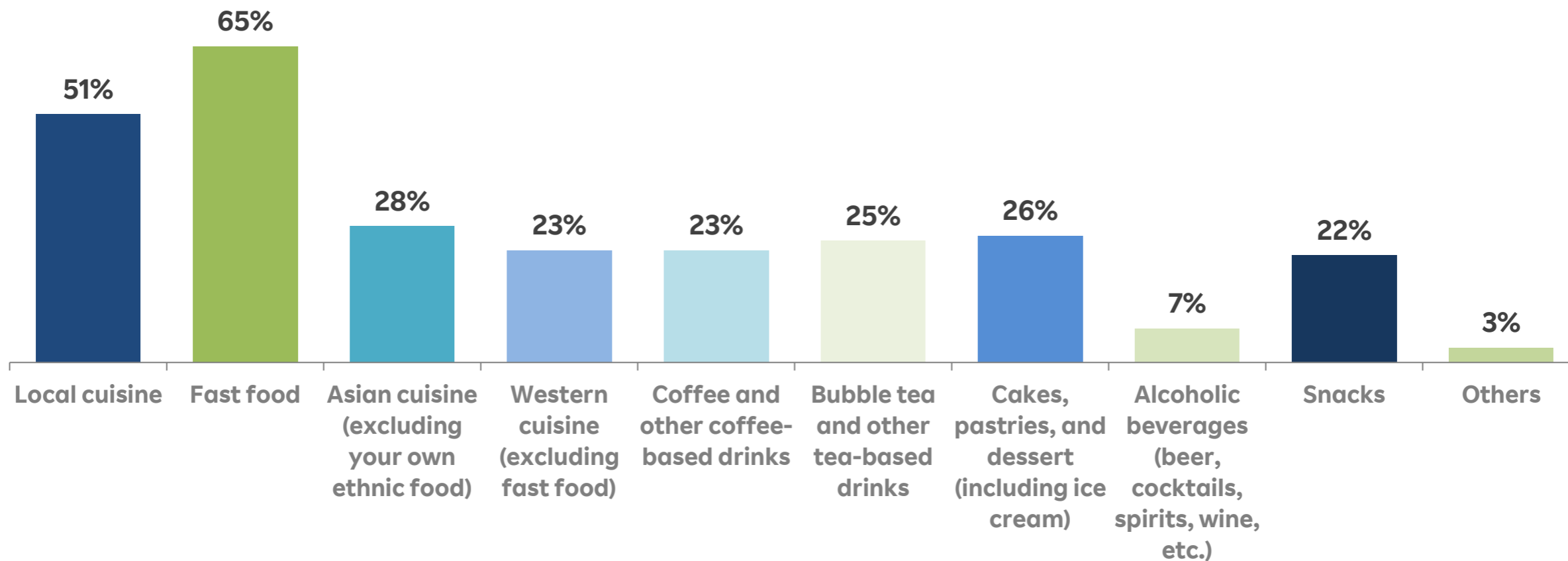
Dinner is the most common mealtime for food delivery apps with **56%** consumers

Lunch is also a popular meal to have from a food delivery app for **48%** consumers

Snacks in the afternoon (**27%**) or late night (**16%**) is in third place. This could be an opportunity area for food apps

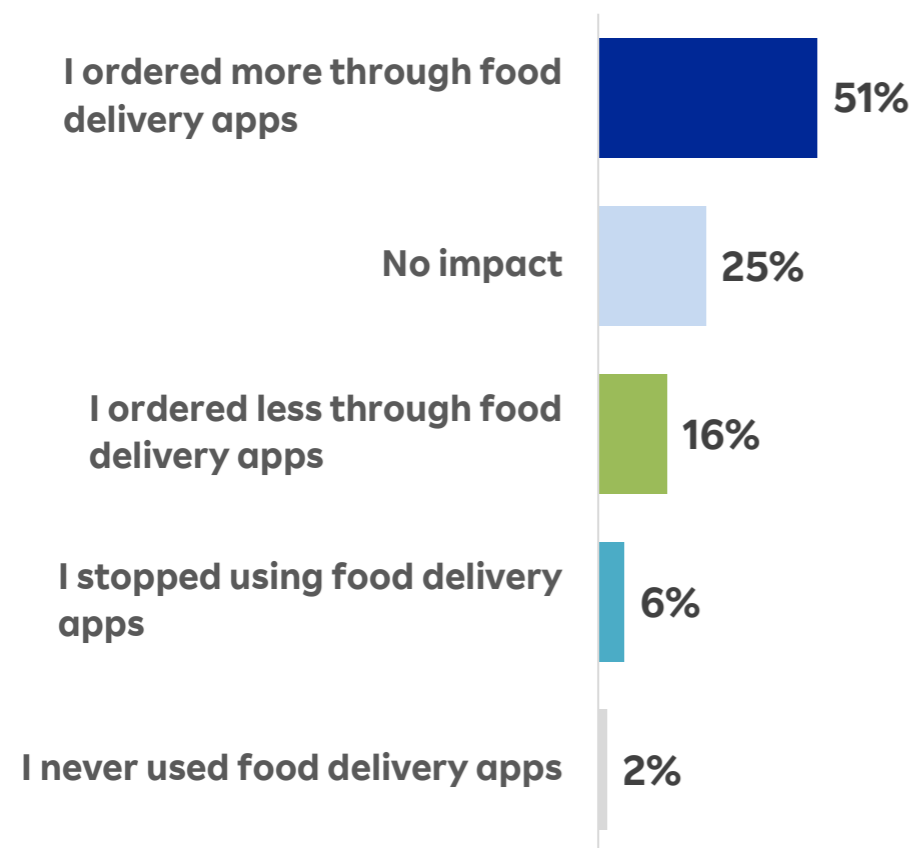
Which type of cuisines/foods do you usually order on food delivery apps?

Fast food is the clear first choice of cuisine ordered by food apps for 65% of consumers. This may highlight the guilty pleasure nature of choosing to order from a food app. Local cuisine is the second most popular at 51%.



How did your food delivery app use change during the COVID-19 pandemic?

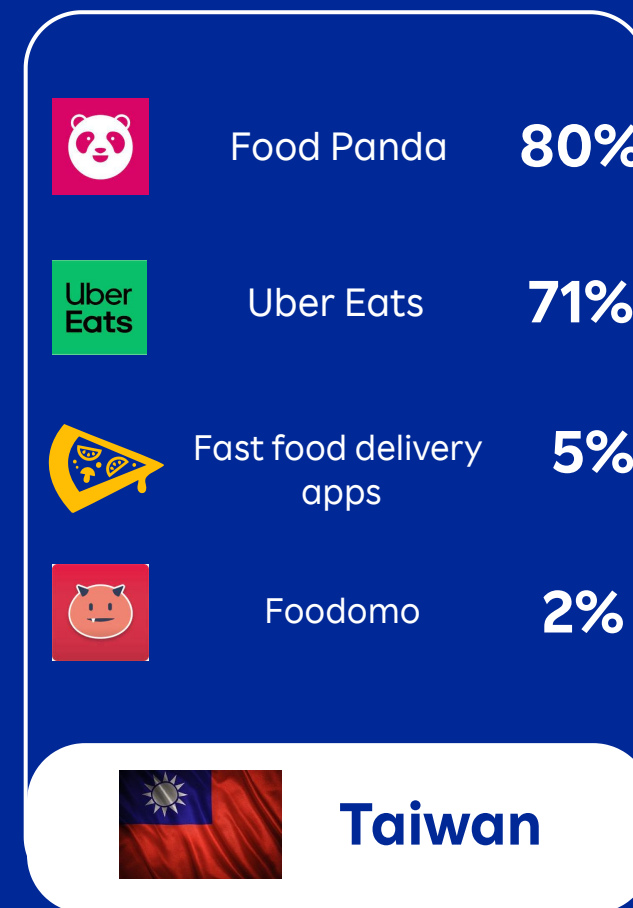
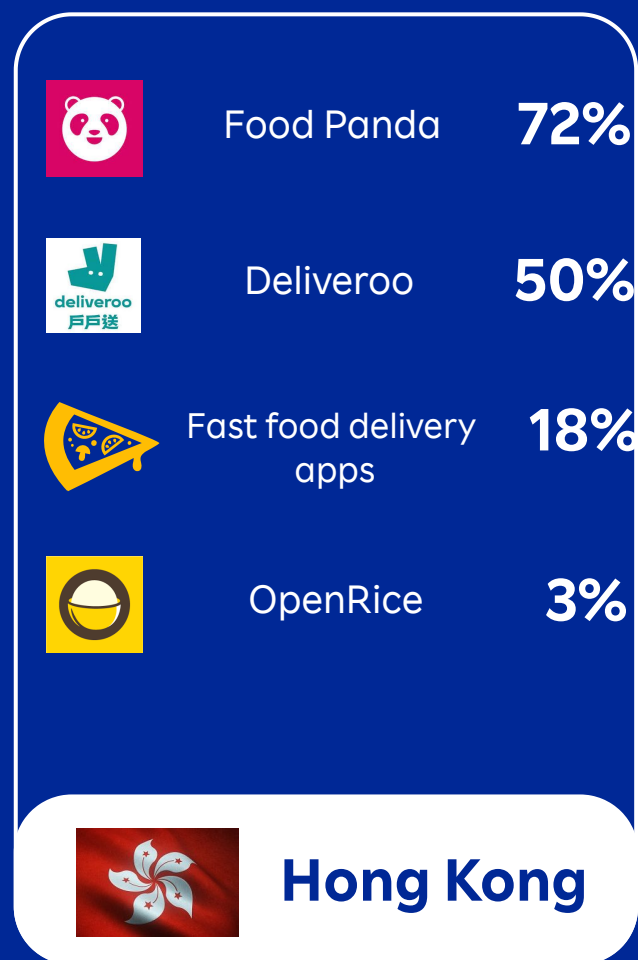
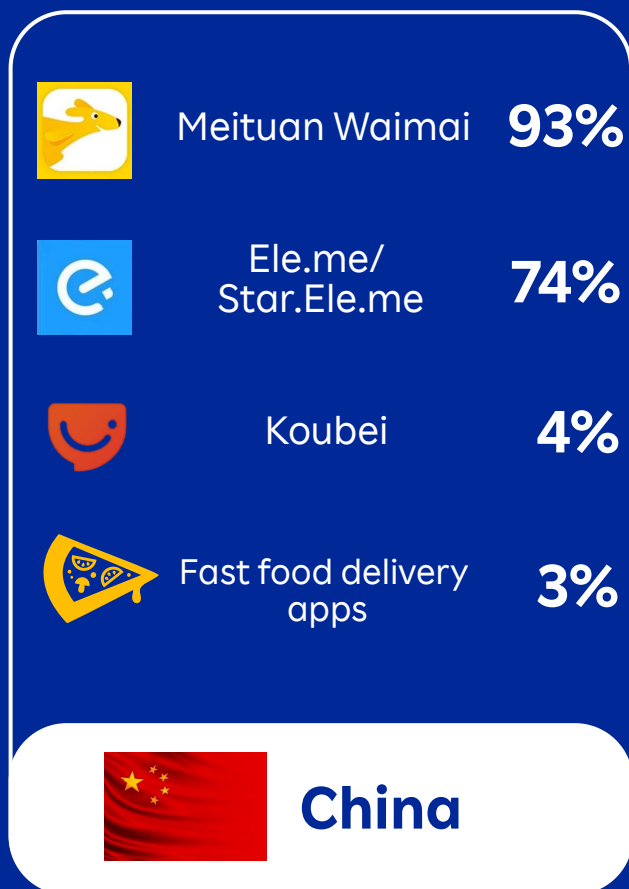
In line with previous surveys, food delivery apps were more commonly used during the COVID-19 pandemic by 51% of our panelists



51% of consumers stated they ordered more food through delivery apps during the **COVID-19 pandemic**. This is in-line with previous surveys and could be expected given the restrictions on socializing and restaurant visits

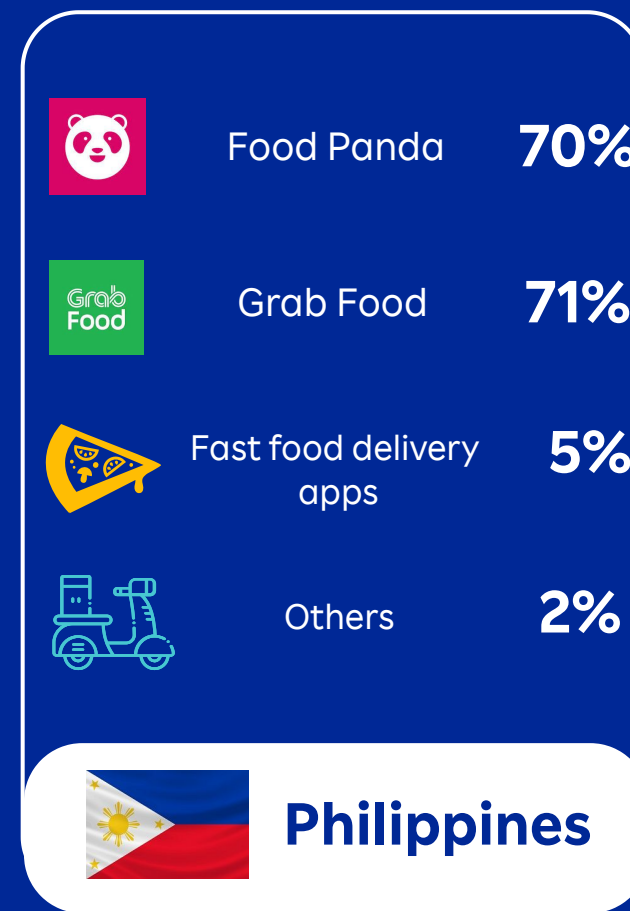
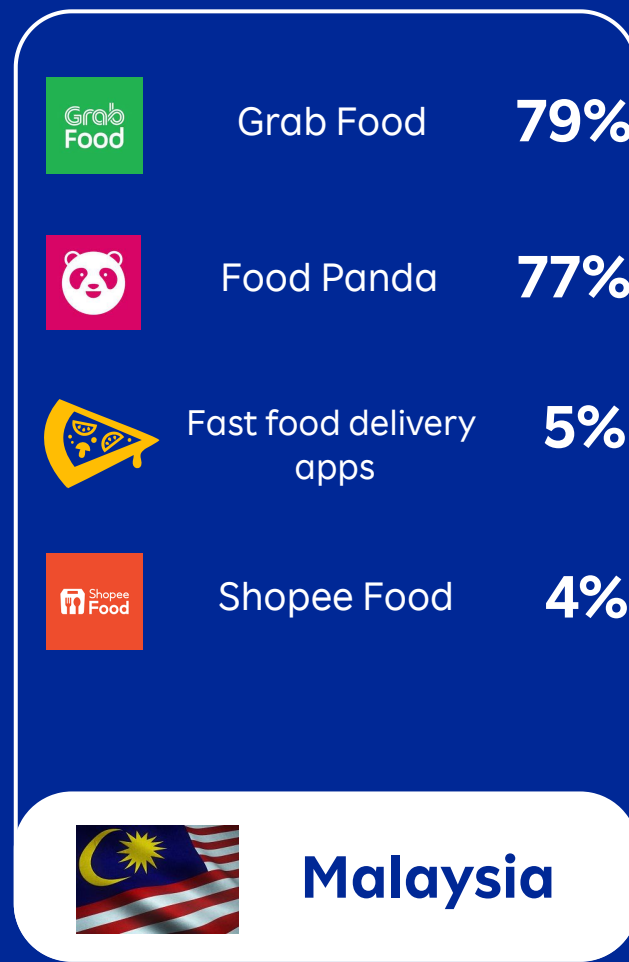
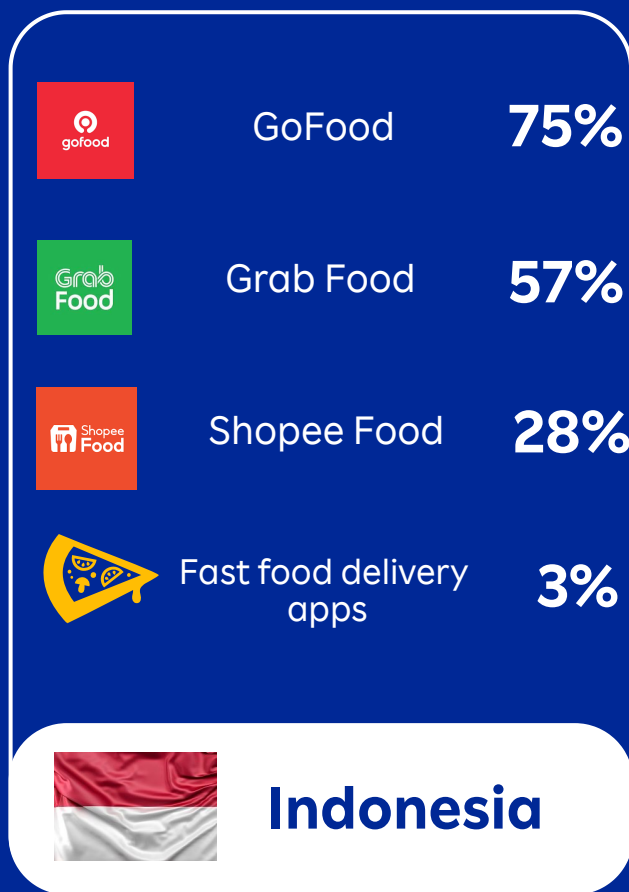
Most used food delivery apps - Greater China

In China, Meituan Waimai is the most popular food app, whilst Food Panda dominate in Taiwan and Hong Kong



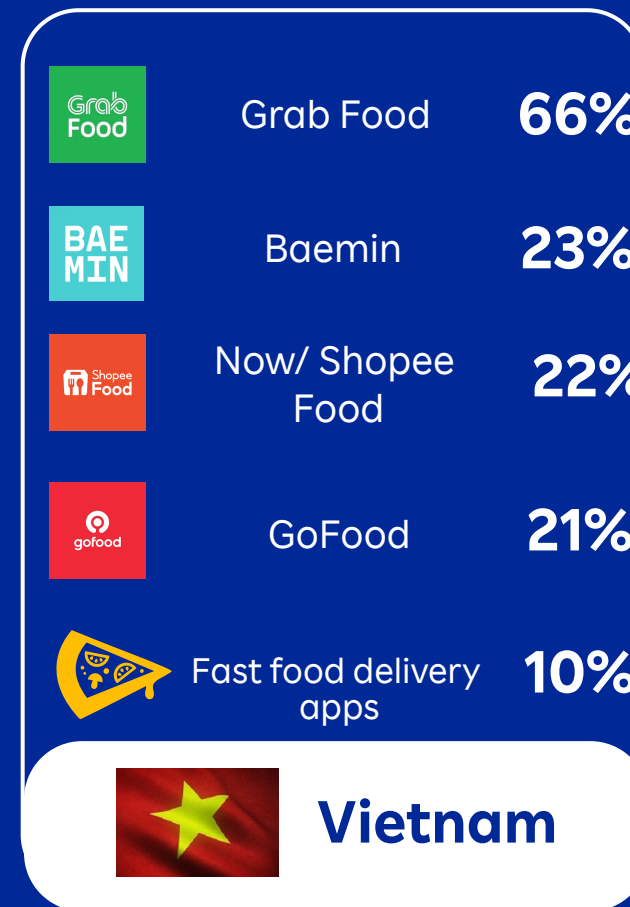
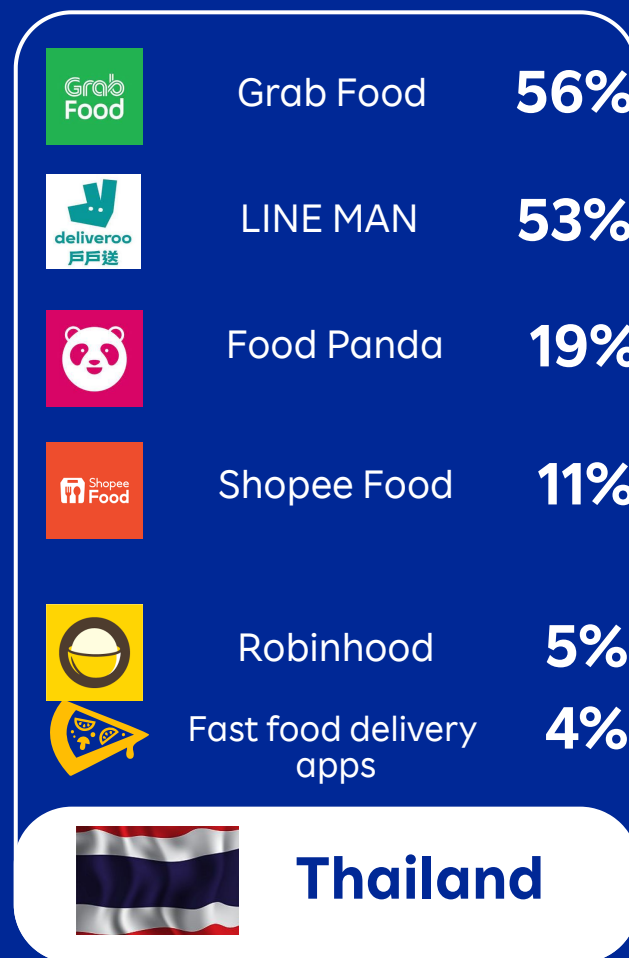
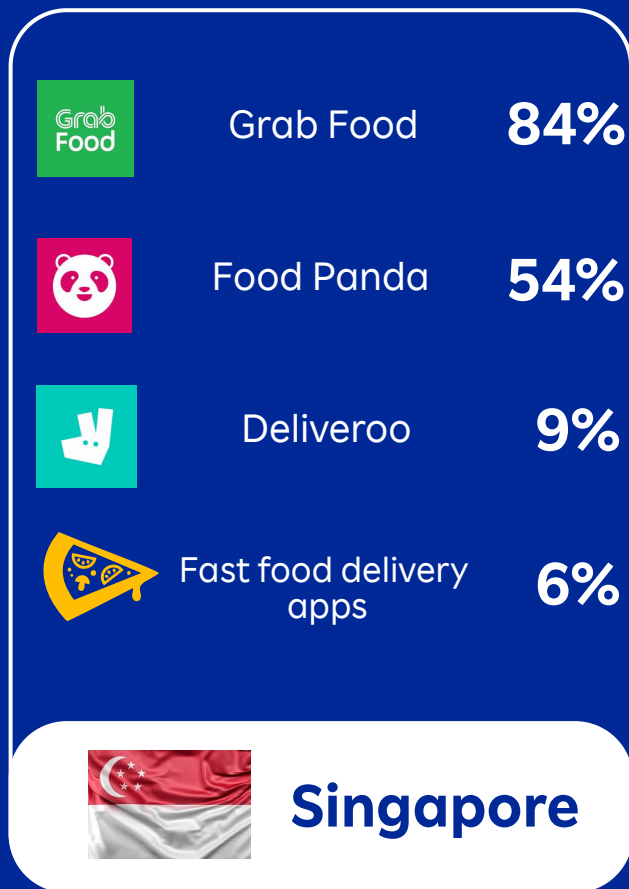
Most used food delivery apps - Southeast Asia

GoFood is the preferred app in Indonesia (75%), whilst Grab Food is preferred in both Malaysia (79%) and the Philippines (71%)



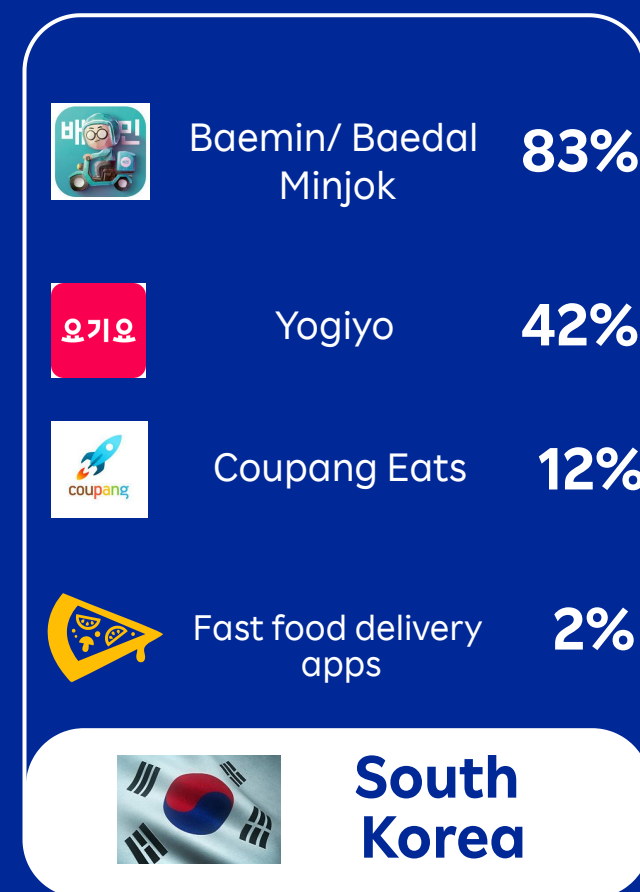
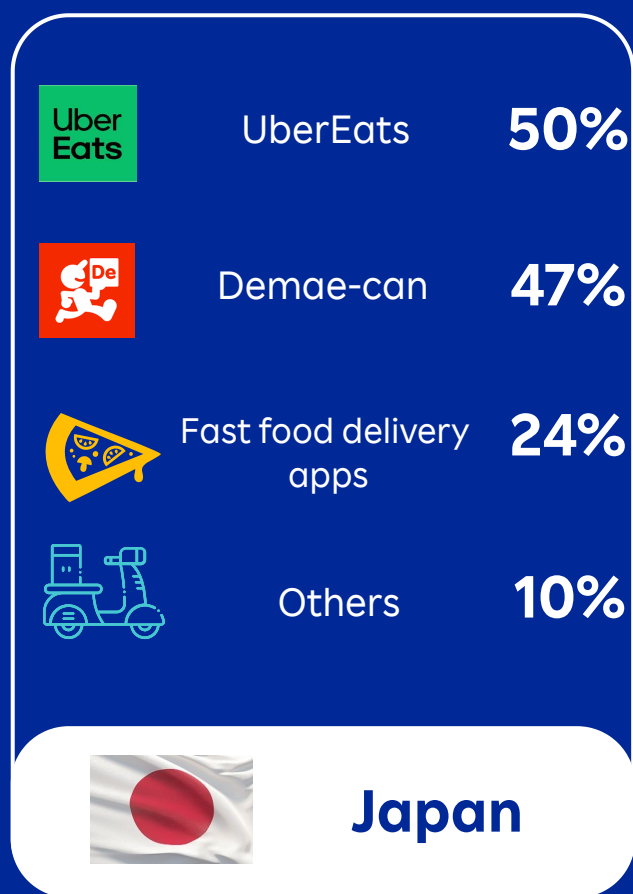
Most used food delivery apps - Southeast Asia

Grab Food is the app of choice across SEA with 84% in SG, 56% in Thailand and 66% in Vietnam



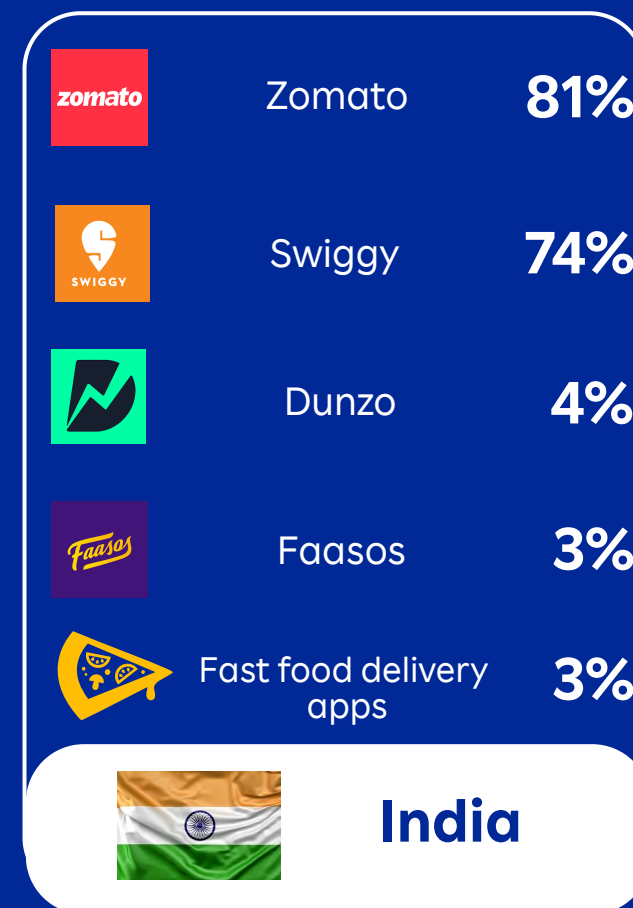
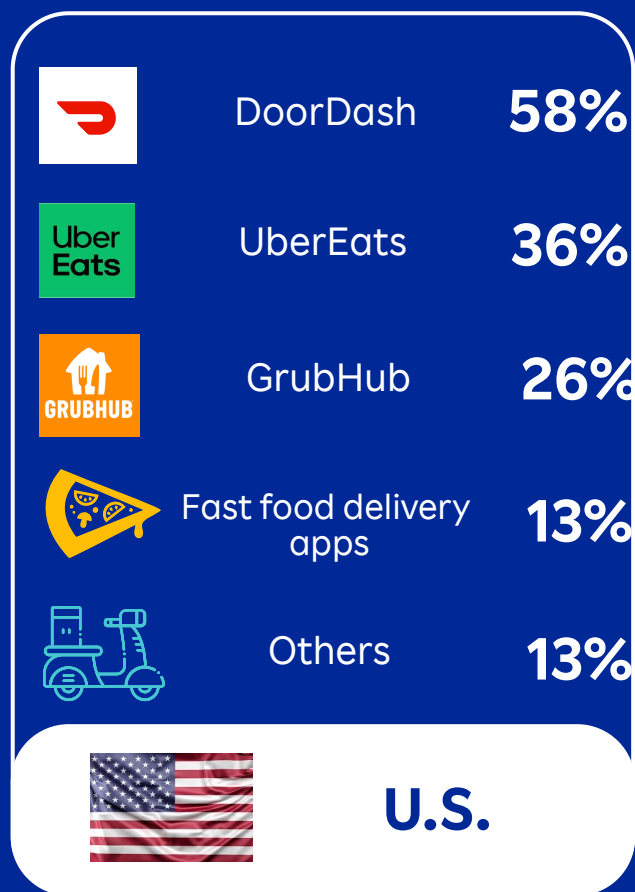
Most used food delivery apps - East Asia

Baemin (83%) is the preferred app in Korea. In Japan, Uber Eats (50%) is the most used app, however, food apps are much less commonly used in Japan



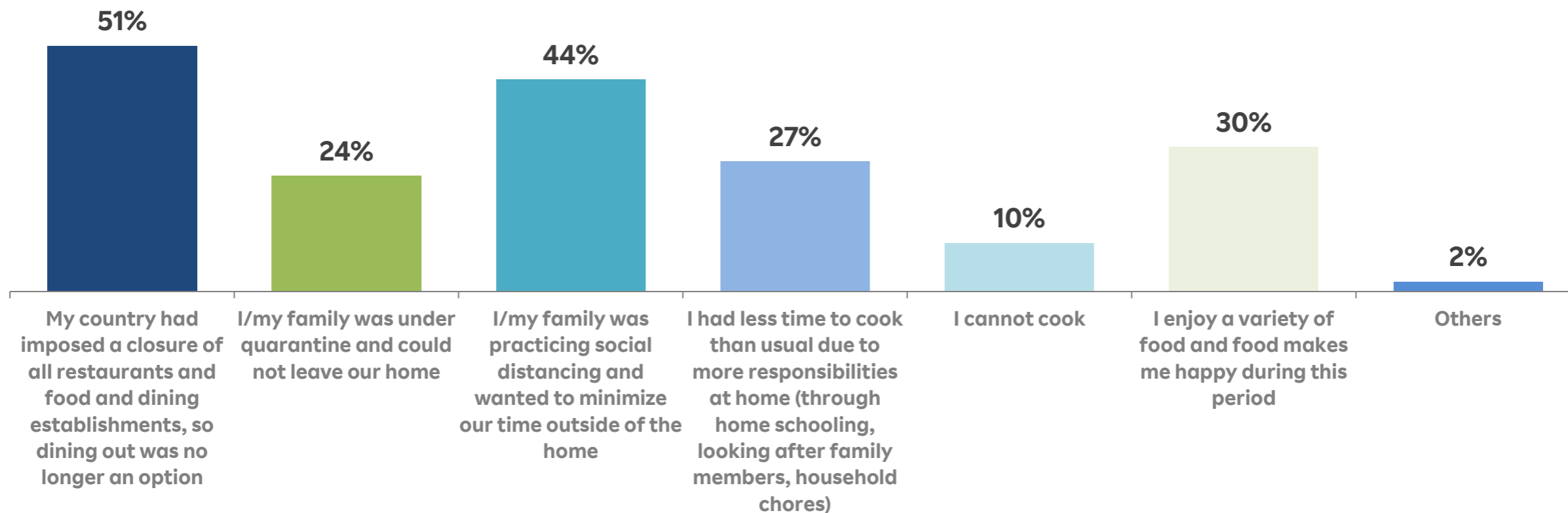
Most used food delivery apps - U.S. & India

DoorDash (58%) is the most used app in U.S. whilst Zomato (81%) is the app of choice in India



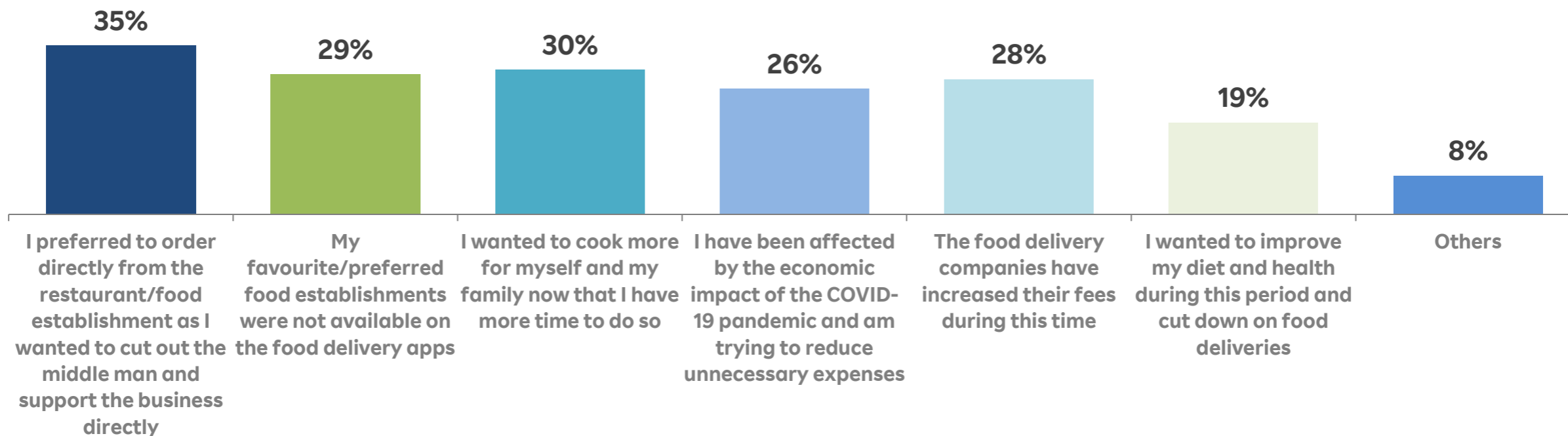
If you ordered more through food delivery apps: Why did you increase your food delivery apps use during this time?

Food delivery apps were more commonly used during the COVID-19 pandemic due to government restrictions (51%), social distancing (44%), and to feel happier during a stressful period (30%)



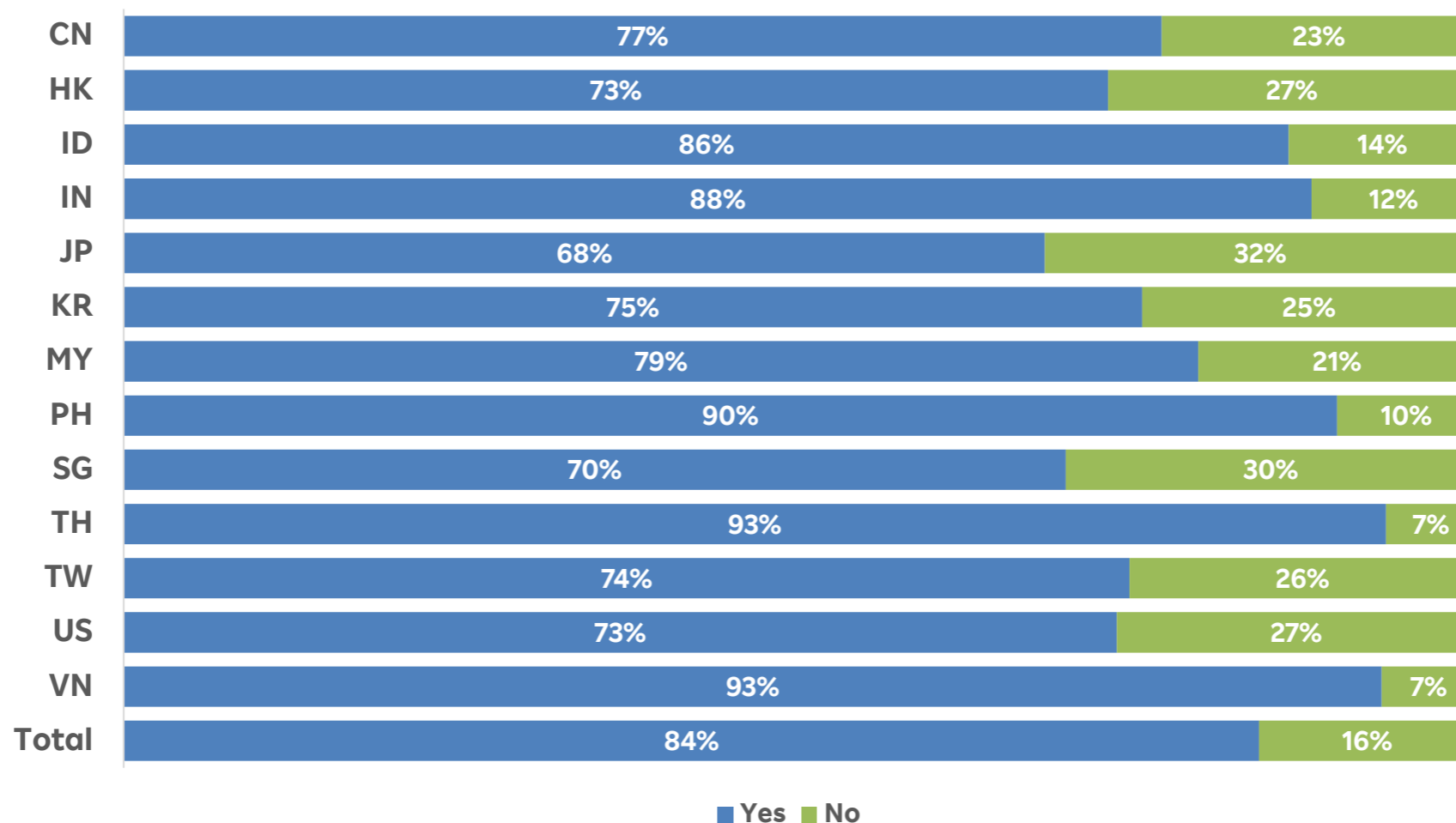
If you ordered less or stopped using food delivery apps: Why did you decrease or stop your use of food delivery apps

For those that didn't order more during the COVID-19 pandemic, the reasons were to order directly from their favourite restaurant (35%) and to take the opportunity to learn to cook more (30%)



Do you think you would continue ordering food deliveries online as often even after restaurants and dining establishments are open and social distancing measures are lifted?

Food delivery apps have become part of consumer lifestyles across APAC markets, apart from Japan. Across markets, those who ordered more during the COVID-19 pandemic will continue to order food deliveries online.



About us

For over 25 years, Rakuten Insight Global has been at the forefront of consumer market research data collection. By combining our 1st party data with the highest levels of quality assurance processes, Rakuten Insight Global has remained our clients' trusted research partner for Asia, US & Beyond.

Our proprietary online panels have been developed throughout 12 major Asian markets & the US. All of the panels are managed by dedicated local support teams and meet the highest industry standards. The Rakuten Insight Global team offers 24-hour coverage from 11 worldwide locations, providing exceptional service for 500+ clients across the globe.

Rakuten Insight Global is tasked with leveraging the 1st party membership assets of Rakuten Group for market research purposes. Having access to such a diverse and unique group of research participants allows Rakuten Insight to remain at the forefront of online research.



China
3,700,000



Hong Kong
110,000



India
1,600,000



Indonesia
1,100,000



Japan
2,200,000



Malaysia
480,000



Philippines
570,000



Singapore
115,000



South Korea
680,000



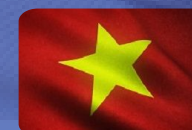
Taiwan
270,000



Thailand
750,000



United States
3,000,000



Vietnam
550,000

Rakuten Insight

 rig-sales@mail.rakuten.com

 insight.rakuten.com

 [/Rakuten Insight](https://www.linkedin.com/company/rakuten-insight)

 [@RakutenInsightCorporate](https://www.facebook.com/RakutenInsightCorporate)

 [@Rakuten_Insight](https://twitter.com/Rakuten_Insight)

Our offices

Japan - **Tokyo (HQ)** South Korea - **Seoul** China - **Shanghai** Hong Kong - **Hong Kong** Taiwan - **Taipei** Singapore - **Singapore** Malaysia - **Kuala Lumpur** India - **Noida** Romania - **Bucharest** United Kingdom - **London** USA - **New York**