

## Dining out habits in the new normal

“If ever there was a time to know who your customer is - this is it”



# Introduction

For Valentines' Day, Rakuten Insight asked participants from their own proprietary panels in 12 Asian markets & US, about their dining out habits.

Responses were gathered in December 2022 from approx. 130,000 consumers in China, Hong Kong, India, Indonesia, Japan, South Korea, Thailand, Taiwan, United States & Vietnam.

The research includes data from the following sections:

- 1) How often are people dining out?
- 2) Where do they usually go when dining out of home?
- 3) For which mealtime and with whom?
- 4) Are they making reservations and how?



# Highlight Statistics

## How often do you dine out/buy meals outside the home?

**At least once every day:** Taiwan 41%

Several times a month: Japan 28%

**I never dine out:** India 11%

## Where do you usually go when dining out of home?

Street Food: Indonesia 76%

Fine dining restaurant: India 31%

**Casual dining restaurant:** Korea: 81%

## For which mealtime do you usually dine out of home?

Breakfast: Malaysia 30%

Lunch: Hong Kong 74%

Dinner: Vietnam 77%

Late night: China 27%

## Who do you usually dine out with?

**Family:** Malaysia 73%

Romantic Partner: China 43%, US 41%

**Friends:** China 64%,

**Colleagues:** China 60%

Alone: Hong Kong & Taiwan 29%

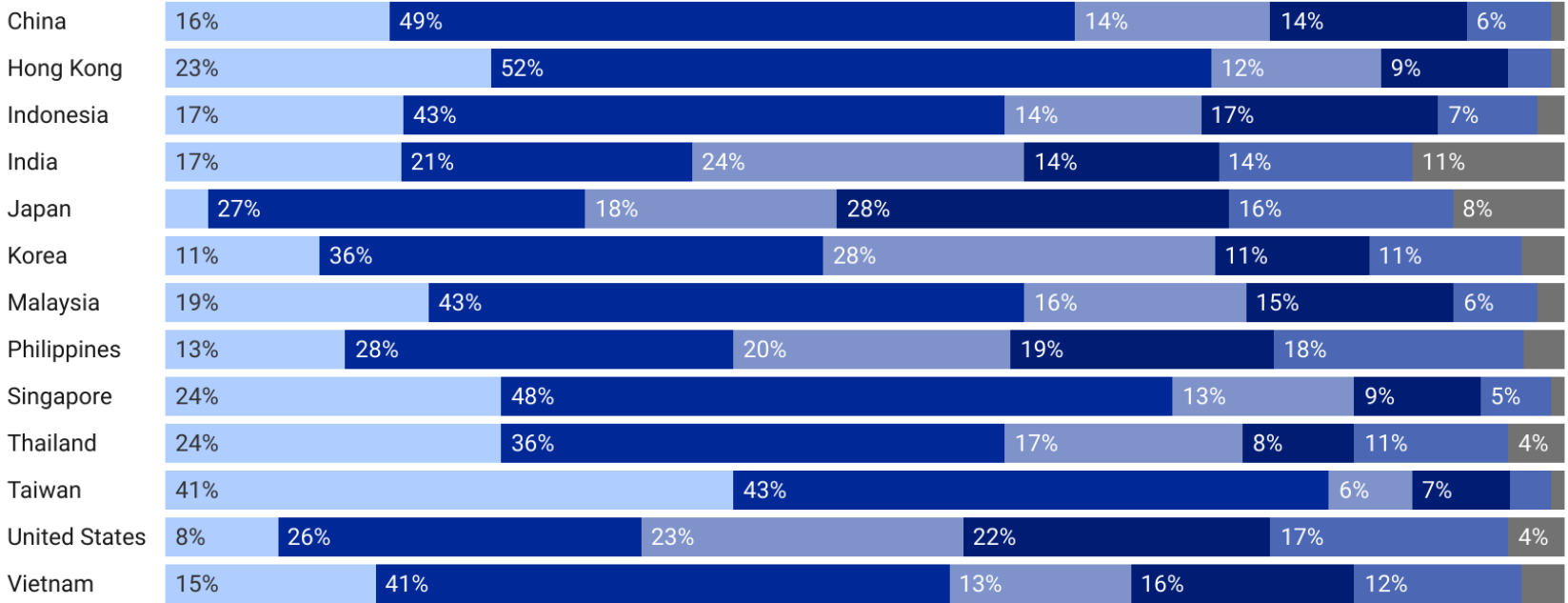
## If you do make a reservation, how do you do it?

App: Hong Kong 50%, China 40%

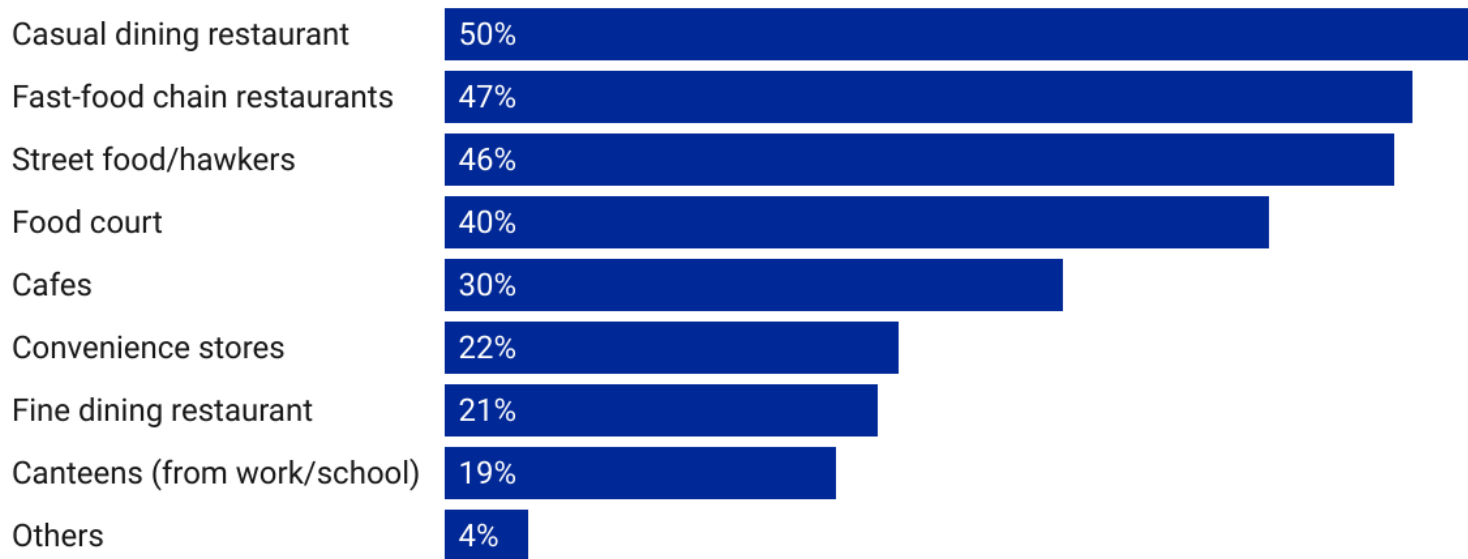
**Phone:** Taiwan 58%

# How often do you dine out/buy meals outside the home?

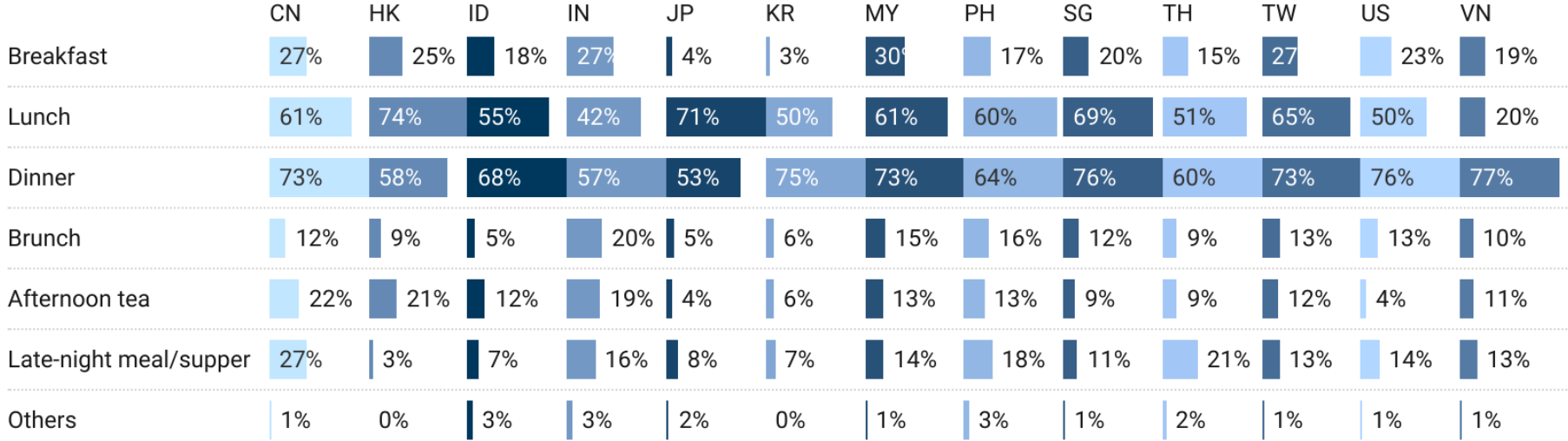
■ At least once every day 
 ■ Several times a week 
 ■ Once a week 
 ■ Several times a month 
 ■ Only on special occasions 
 ■ I never dine out



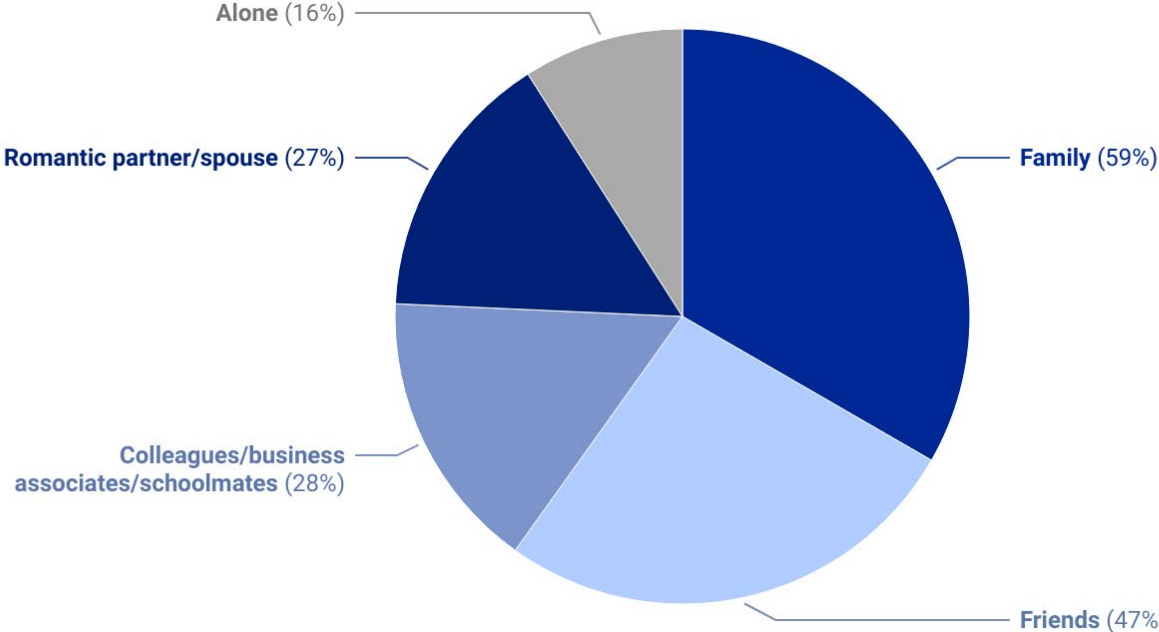
# Where do you usually go when dining out of home? (choose all that apply)



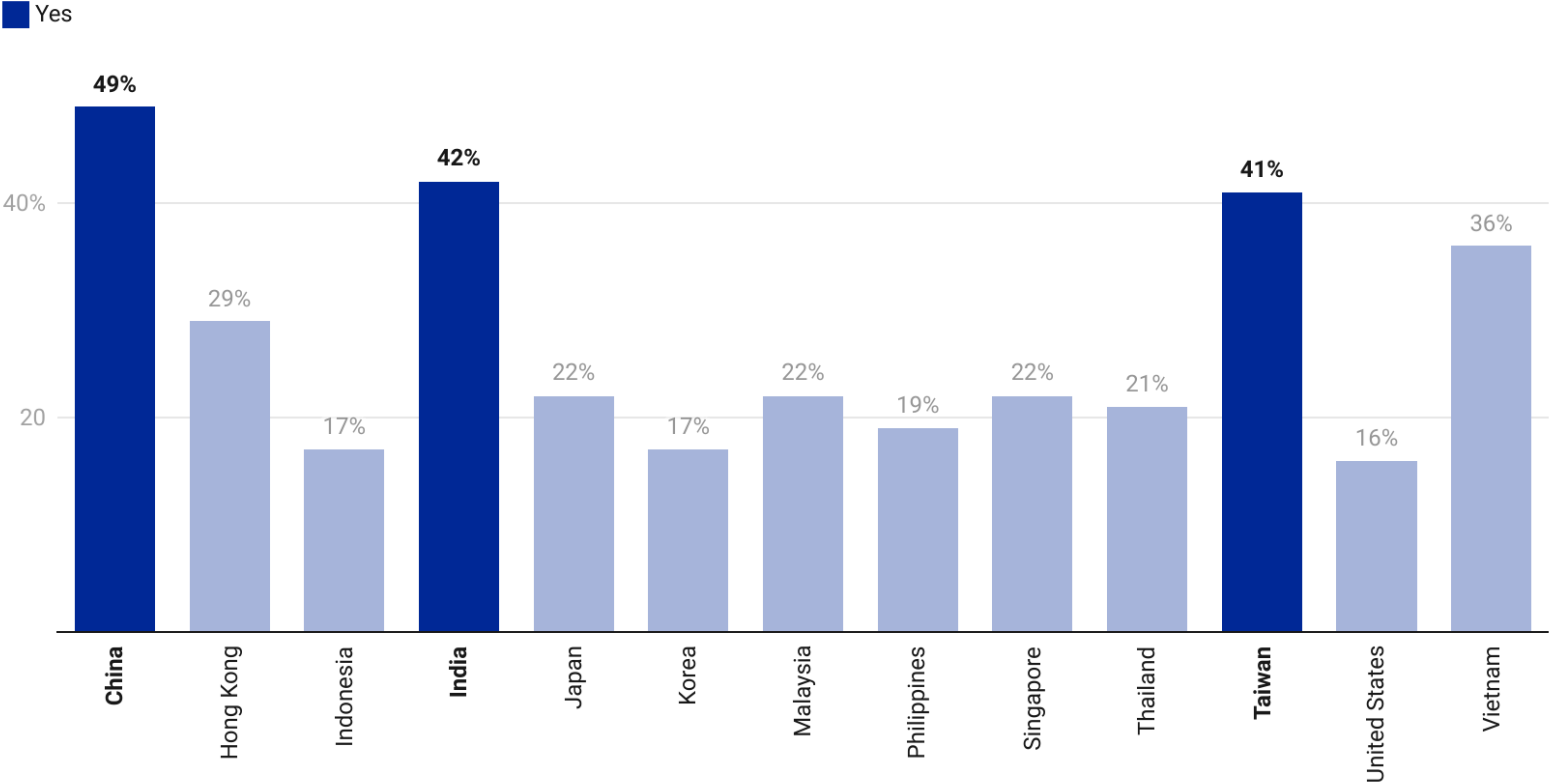
# For which mealtime do you usually dine out of home? (choose all that apply)



# Who do you usually dine out with?



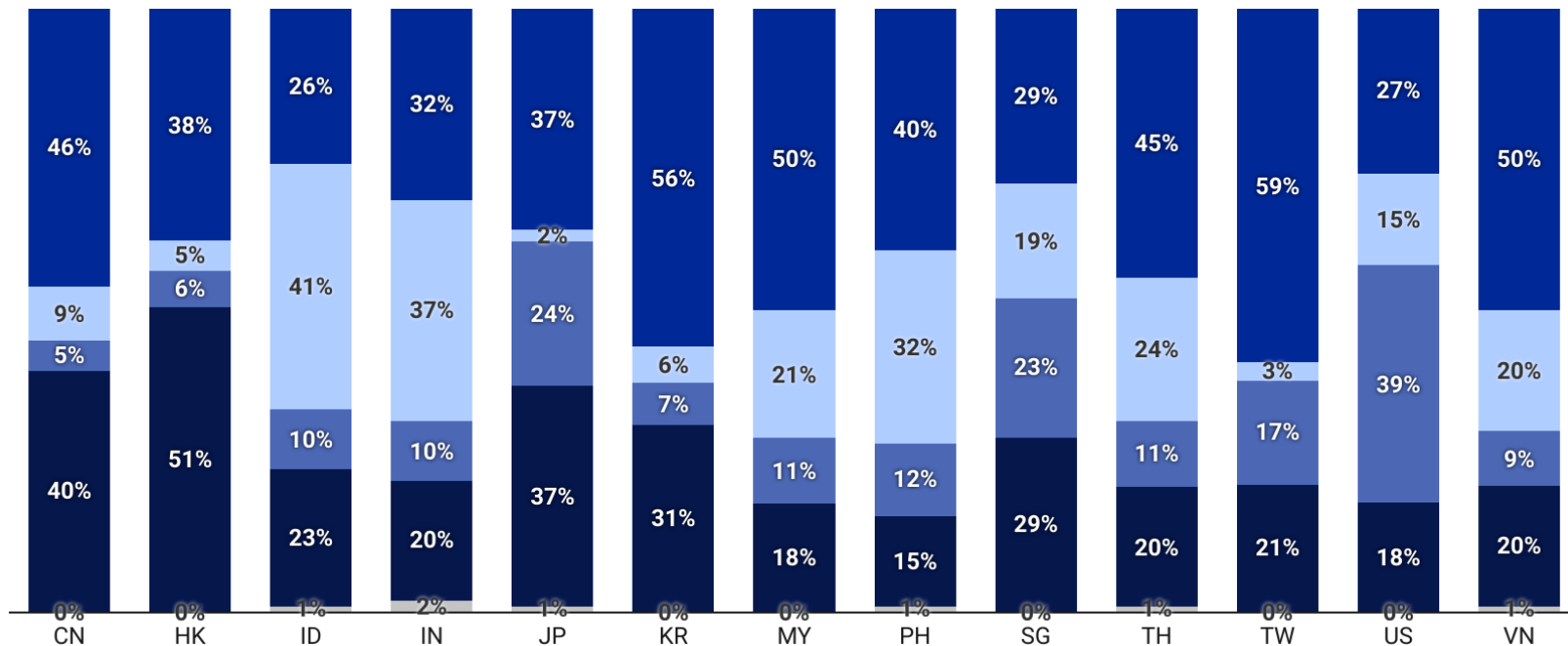
# Do you usually make a reservation when dining out?





# If you do make a reservation, how do you do it?

- I write the restaurant an email to reserve a table
- I use an app to make a reservation
- I make the reservation online through the restaurant's website
- I go to the restaurant in person to make a reservation
- I call the restaurant to make a reservation



# About Rakuten Insight Global

For 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, double opt-in online panels have been developed throughout 12 major Asian markets, including South Korea, China & Japan, as well as 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 the 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.



**Japan (JP)**  
2,200,000



**Taiwan (TW)**  
120,000



**Thailand (TH)**  
550,000



**Vietnam (VN)**  
300,000



**South Korea (KR)**  
640,000



**Singapore (SG)**  
80,000



**China (CN)**  
3,204,500



**Hong Kong (HK)**  
52,000



**Malaysia (MY)**  
196,000



**India (IN)**  
650,000



**Indonesia (ID)**  
550,000



**Philippines (PH)**  
315,000

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