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SINGAPORE

Bill, please:

Singapore dining out report 2025

Are rising costs reshaping Singapore's dining habits?

/Research reality



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Foreword



As Singaporeans navigate 2025's economic climate, dining out remains a fixture of everyday life — but one under pressure. Four in five consumers say they are eating out at least once a month, yet about a third of diners say they are doing so less than they did a year ago, citing rising costs and the need to save money.

This report explores how Singapore is approaching dining out in 2025: how often they go, what kinds of restaurants they visit, how they're adjusting their behavior to manage costs, and what incentives could entice them back to restaurants more often."

Chi Wei Teo
General Manager, YouGov Singapore

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Report takeaways



Diners are dining out less frequently

32% of Singapore's diners say they are eating out less frequently than they used to a year ago. Of these, 65% cite a perceived rise in prices as a reason for them visiting restaurants less often.



Appetite for cheaper alternatives

Nearly two-thirds of Singapore diners (65%) say they have altered their dining preferences with a view to saving money. Of these, 71% say they are choosing cheaper restaurants, while 60% say they look to use discounts or coupons to cut costs.



Discount delights

Most Singapore diners agree that discounts in one form or another can incentivize them to visit restaurants more often. Other than flat discounts, Buy One, Get One offers can be quite attractive too.

Powered by the YouGov panel

The insights in this report are fuelled by YouGov's consumer research panel, which has 30 million registered members from 55+ markets.

Every day, our members trust us with their data and opinions – enabling us to gain insights into behaviours and attitudes from people of all ages, backgrounds and beliefs.

Inclusion is essential for our members, our clients, and our mission. We invest millions each year to ensure we can create truly nationally representative online samples and access hard-to-reach groups.

The Pew Research Centre concluded that YouGov "consistently outperformed" other online competitor samples for accuracy.

30m
registered panel members

55+
markets





Singapore’s appetite for dining out

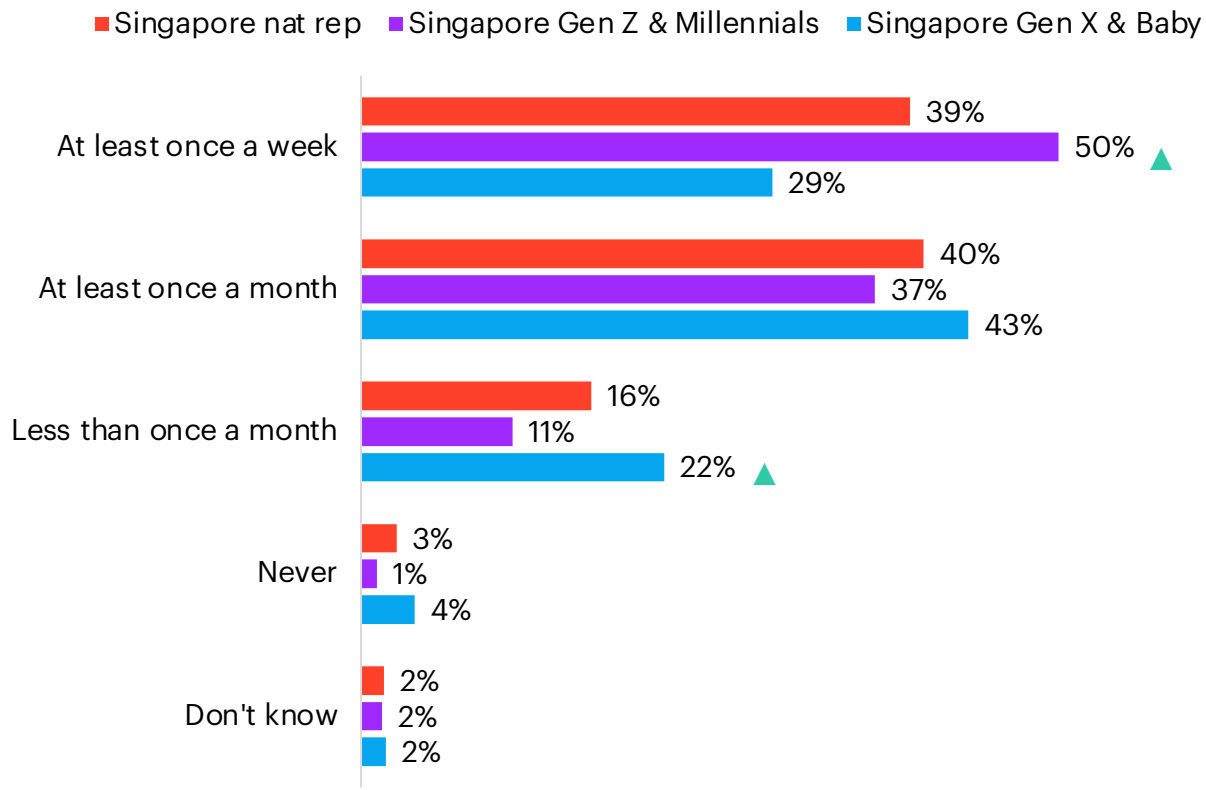
About 4 in 10 Singaporeans dine out at least once a week

This increases to 50% among Gen Z & Millennials.

Another 40% dine out at least once a month. Older generations are relatively infrequent diners, with 22% of them claiming to dining out less than once a month (vs 11% of younger generations).

Get in touch for more data

How often, if ever, do you eat out at restaurants (including cafés, pubs serving food, and fast-food joints)?



YouGov Surveys, August 11 – September 2, 2025. Singapore nat rep n> 1,000; Singapore Gen Z & Millennials n> 450; Singapore Gen X & Baby Boomers+ n> 500.
▲/▼: indicates statistically significant difference compared to Singapore nat rep.

A third of Singapore diners eat out less frequently now

Among Gen X & Baby Boomers+ diners, this share rises to 37%.

A fifth of Gen Z & Millennial diners (20%) report eating out more frequently now than they did a year ago.

Get in touch for more data

Has your frequency of dining out changed compared to 12 months ago?

	I eat out more now	I eat out about the same	I eat out less now	Don't know
Singapore diners	**14%**	**51%**	**32%**	**2%**
Gen Z & Millennial diners	20% ▲	51%	**26%** ▼	3%
Gen X & Baby Boomers+ diners	9% ▼	52%	**37%** ▲	2%

YouGov Surveys, August 11 – September 2, 2025.
Singapore diners n> 950; Gen Z & Millennial diners n> 450; Gen X & Baby Boomers+ diners n> 450.
▲/▼: indicates statistically significant difference compared to Singapore diners.



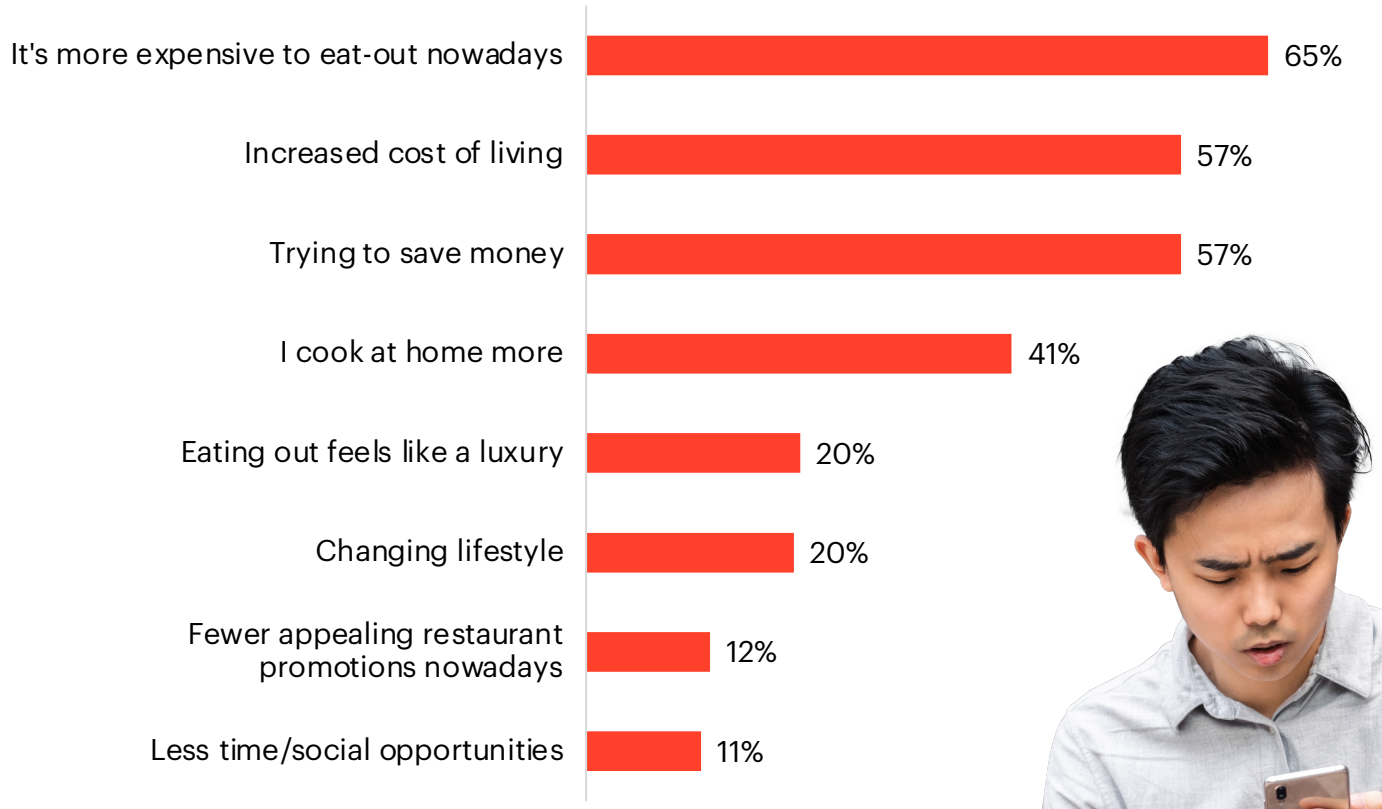
Are Singapore diners feeling the pinch?

Almost two-thirds of Singapore diners who eat out less frequently cite increased prices

Almost three in five also cite increased cost of living and trying to save money (57% each).

Get in touch for more data

Which, if any, of the following are reasons for you dining out less now than 12 months ago? (% of Singapore diners who dine out less frequently)





YouGov Surveys, August 11 – September 2, 2025.
Singapore diners who dine out less frequently n> 300.
Top 8 options shown.

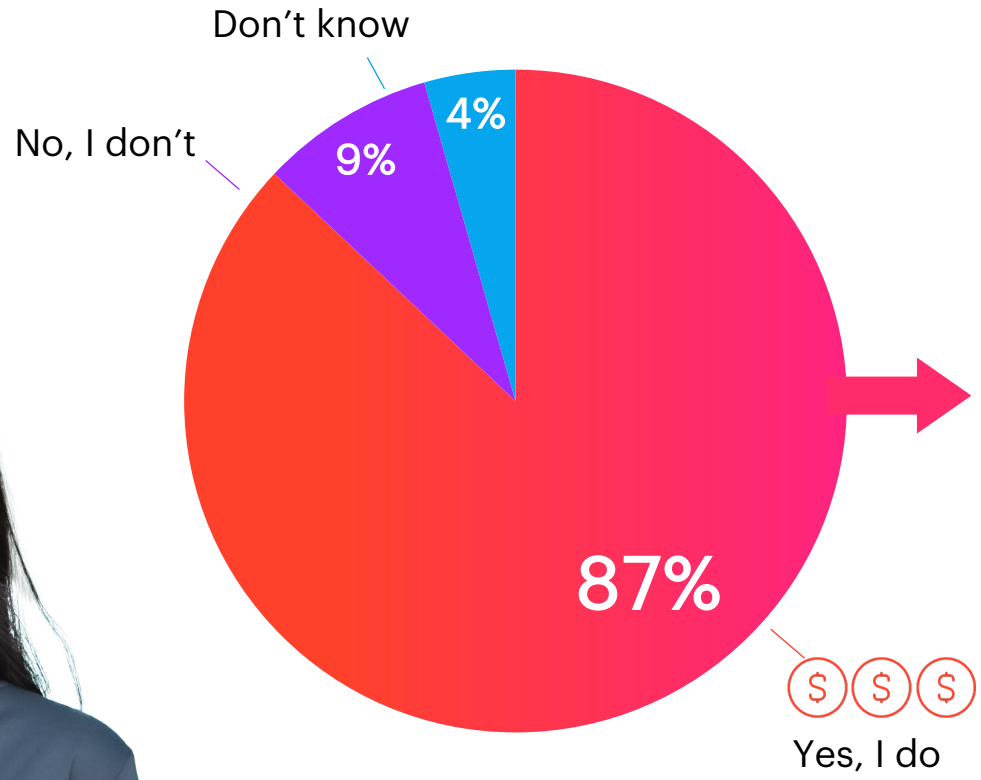
Nearly 9 in 10 Singapore diners feel restaurant prices have risen in the past 12 months

This increases to 92% among Gen X & Baby Boomers+ diners, significantly higher than diners in general.

Get in touch for more data



Do you think restaurant prices have increased noticeably in your area in the past 12 months? (% of Singapore diners)?



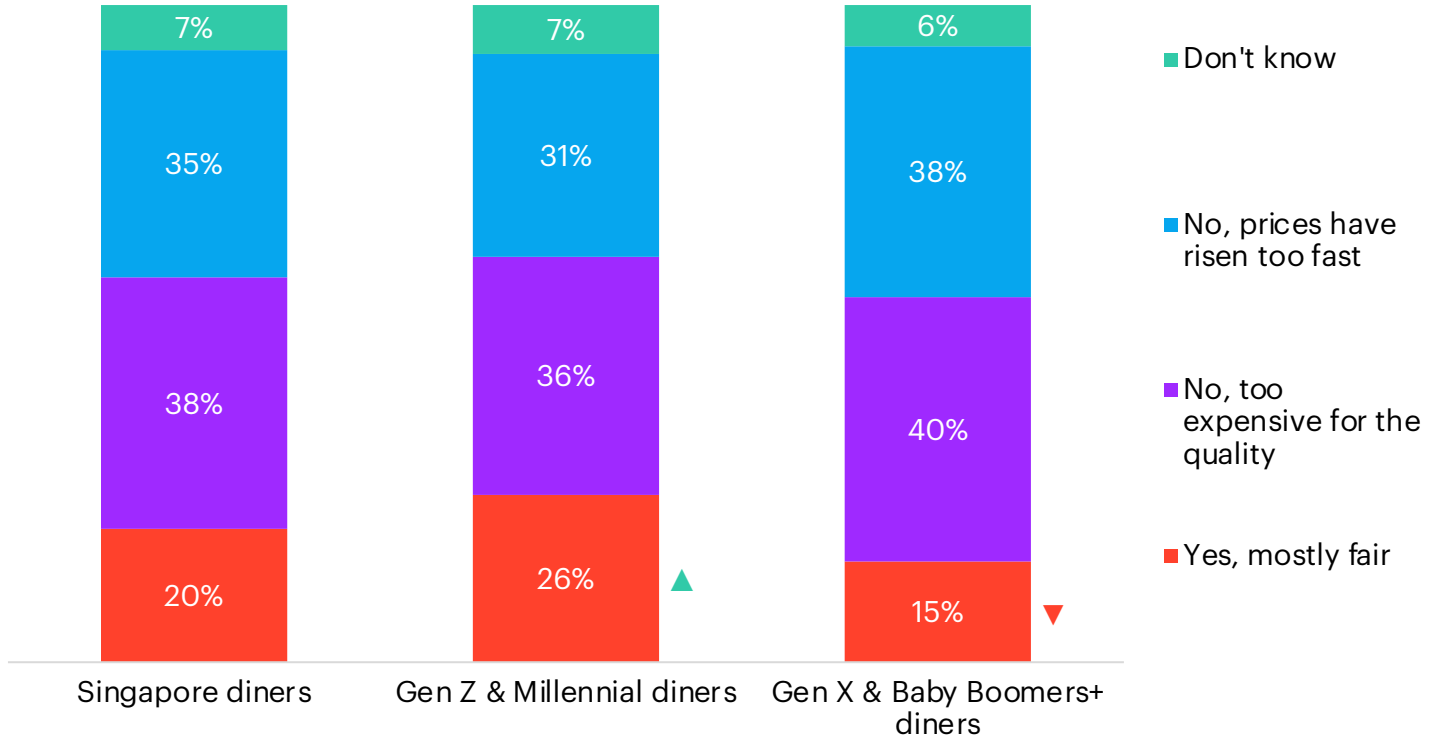
YouGov Surveys, August 11 – September 2, 2025.
Singapore diners n> 900; Gen Z & Millennial diners n> 450; Gen X & Baby Boomers+ diners n> 450.
▲/▼: indicates statistically significant difference compared to Singapore diners.

Almost 4 in 10 Singapore diners feel restaurant prices are too expensive for the quality

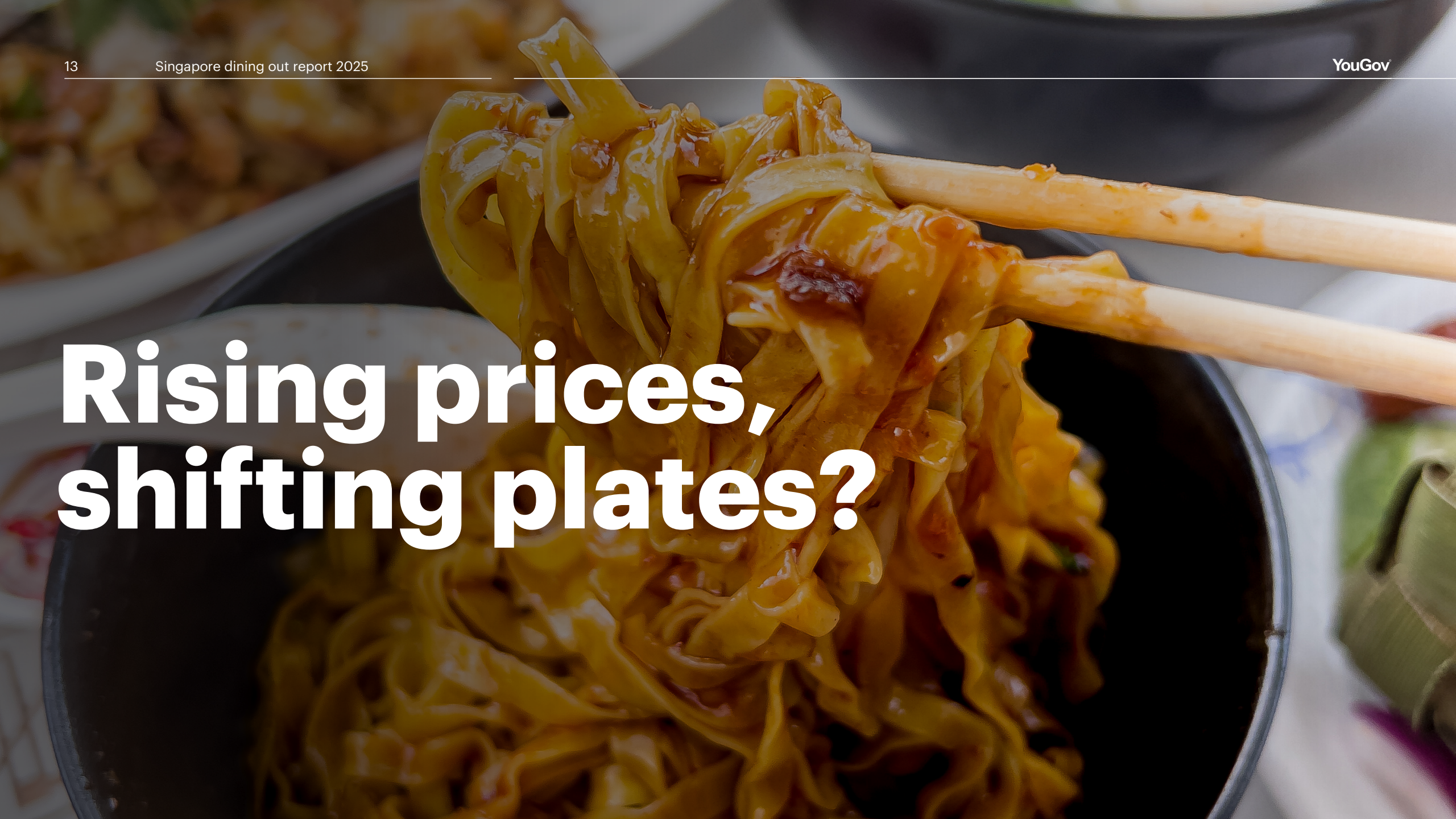
Gen X & Baby Boomers+ diners are significantly less likely to feel restaurant prices are fair compared to Gen Z & Millennial diners (15% vs 26%).

Get in touch for more data

Do you feel restaurants are fairly pricing their meals given current inflation and labor costs? (% of Singapore diners)



YouGov Surveys, August 11 – September 2, 2025.
Singapore diners n> 950; Male diners n> 450; Female diners n> 450; Gen Z & Millennial diners n> 450; Gen X & Baby Boomers+ diners n> 450.
▲/▼: indicates statistically significant difference compared to Singapore diners.

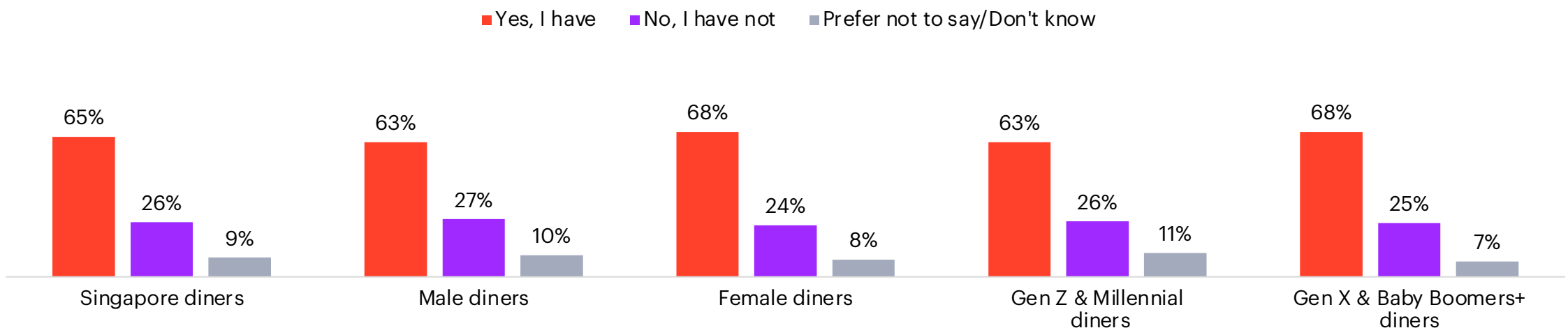


Rising prices, shifting plates?

65% of all Singapore diners indicate they have altered dining preferences to cut expenses

This sentiment is consistent across gender and generations.

When you eat out, have you changed your preferences at all to spend less money? (% of Singapore diners)



YouGov Surveys, August 11 – September 2, 2025.
Singapore diners n> 950; Male diners n> 450; Female diners n> 450; Gen Z & Millennial diners n> 450; Gen X & Baby Boomers+ diners n> 450.

Get in touch

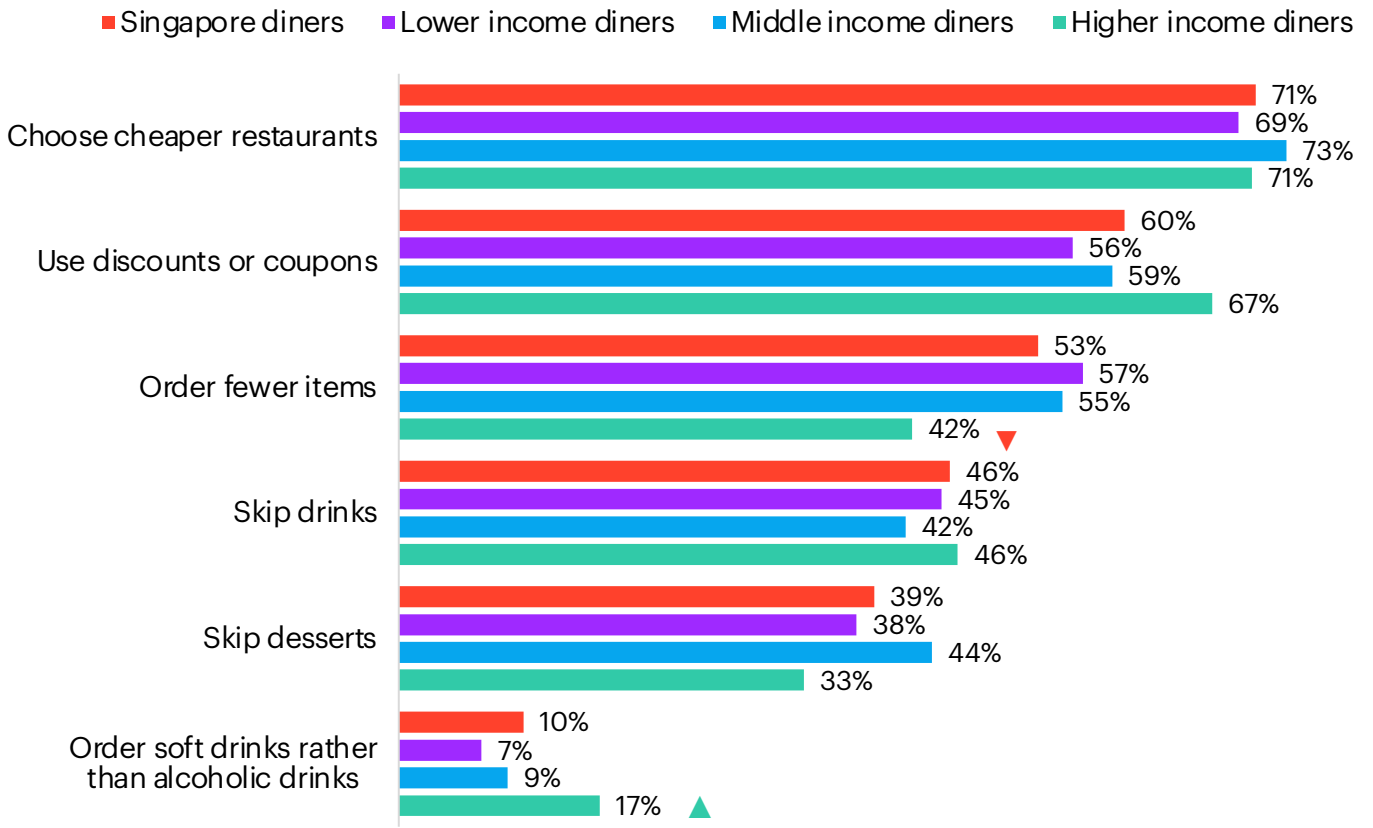
A switch to cheaper restaurants on the menu?

Among diners who are altering their preferences to cut costs, choosing cheaper restaurants is the most prevalent option (71%). Interestingly, this is equally high across income groups.

Higher income diners are markedly likelier to say they opt for soft drinks instead of alcoholic drinks to cut costs (17% vs 10%).

Get in touch for more data

How have you changed your preferences when you eat out to spend less money? (% of Singapore diners who have altered their dining preferences)



YouGov Surveys, August 11 – September 2, 2025. Top 6 options shown
Singapore diners n> 600; Lower income diners n> 150; Middle income diners n> 200; Higher income diners n> 100.
▲/▼: indicates statistically significant difference compared to Singapore diners.

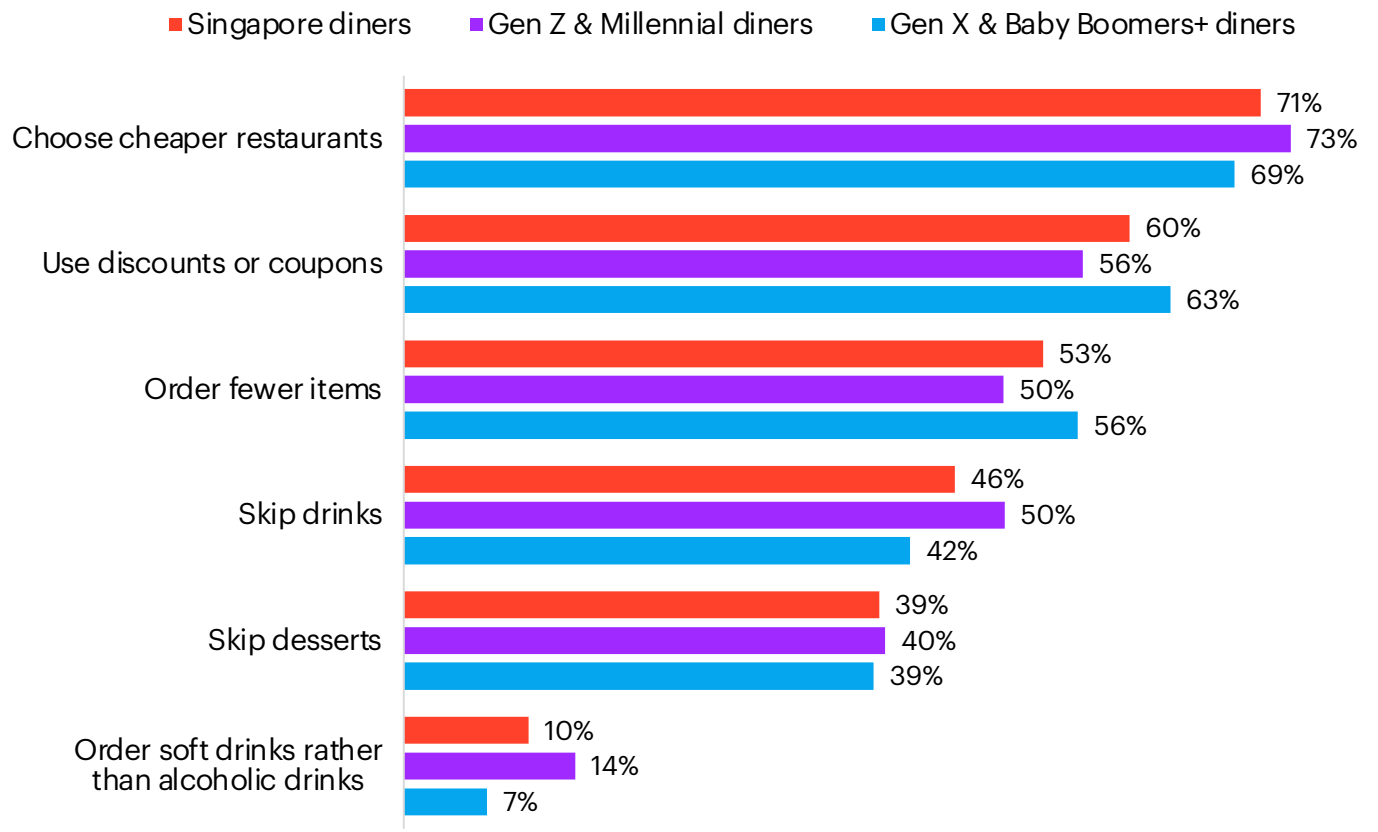
A switch to cheaper restaurants on the menu?

Gen X and Baby Boomers+ diners are somewhat more likely than their younger counterparts to say they use discounts or coupons to save on dining costs (63% vs 56%).

Gen Z and Millennial diners are more likely to skip drinks (50% vs 42% of Gen X and Baby Boomers+ diners).

Get in touch for more data

How have you changed your preferences when you eat out to spend less money? (% of Singapore diners who have altered their dining preferences)

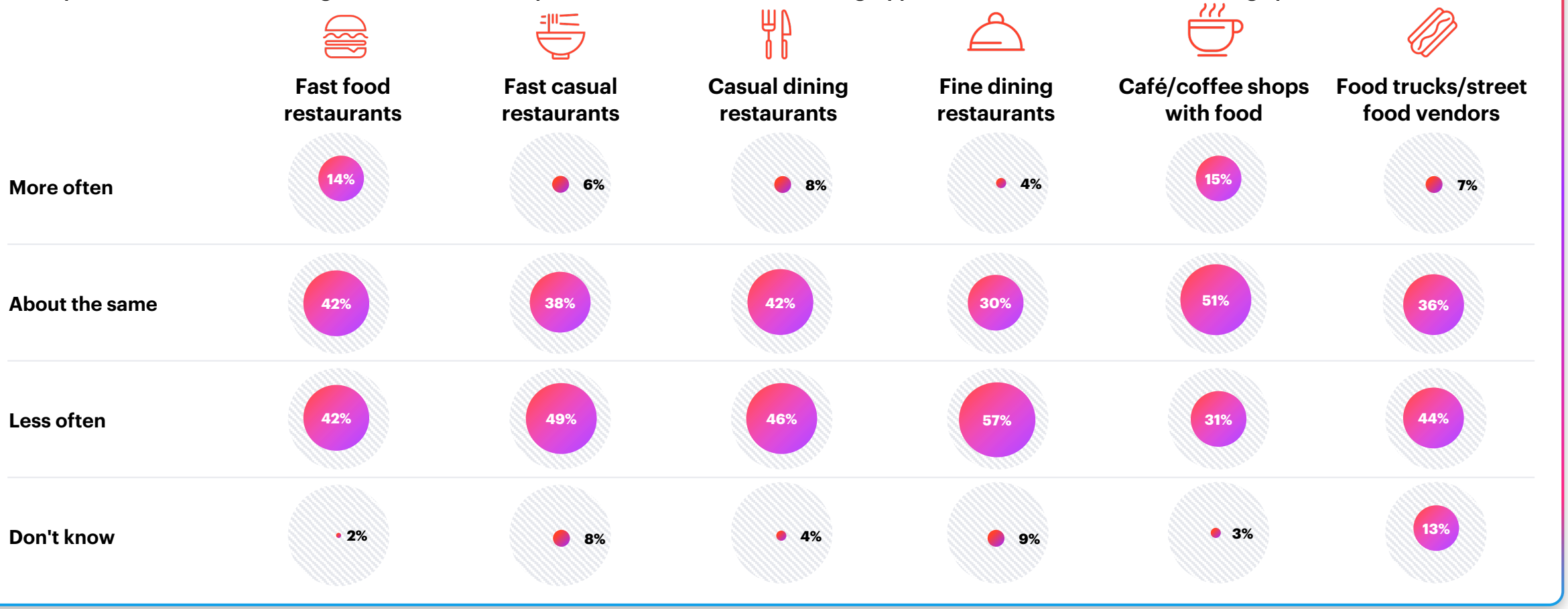


YouGov Surveys, August 11 – September 2, 2025. Top 6 options shown
Singapore diners n> 600; Gen Z & Millennial diners n> 250; Gen X & Baby Boomers+ diners n> 300.

Fine dining frequency most reduced year-on-year

15% of diners say they are dining at cafes/coffee shops more often

Compared to 12 months ago, how often do you eat out at the following types of restaurants? (% of Singapore diners)

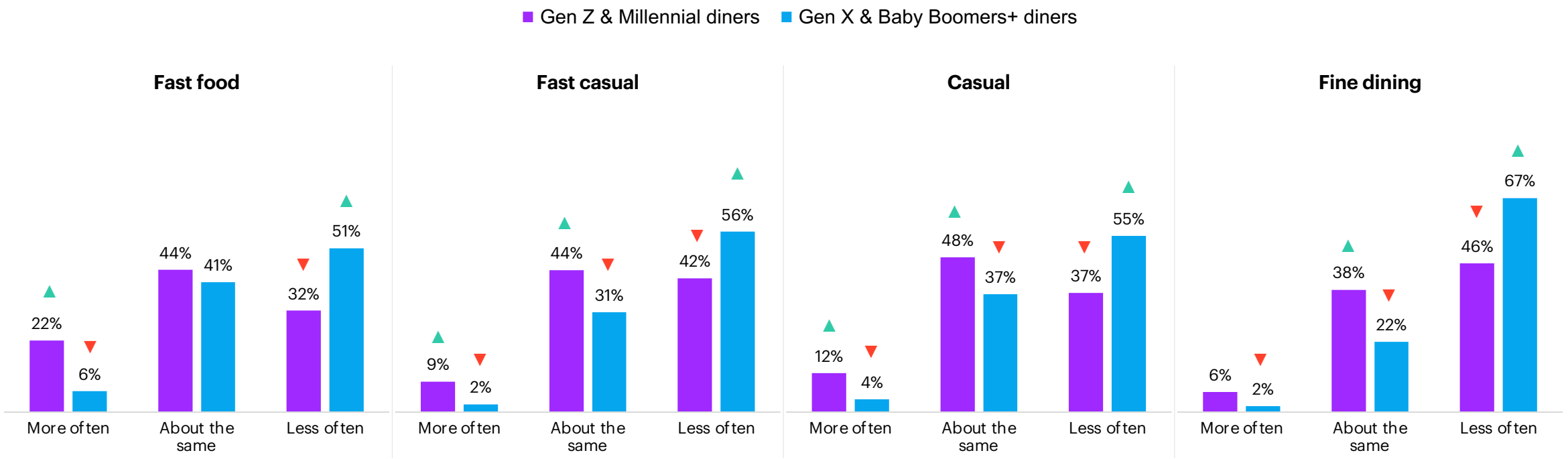


Question: Compared to 12 months ago, how often do you eat out at the following types of restaurants? (% of Singapore diners)
YouGov Surveys, August 11 – September 2, 2025.
Singapore diners n> 950

Singapore's appetite for dining out by gender and generation

More than 1 in 2 Gen X & Baby Boomers+ diners said they eat out less often (at any type of restaurant) compared to 12 months ago.

Compared to 12 months ago, how often do you eat out at the following types of restaurants? (% of Singapore diners)



YouGov Surveys, August 11 – September 2, 2025.
Male diners n> 450; Female diners n> 450; Gen Z & Millennial diners n> 450; Gen X & Baby Boomers+ diners n> 450.
▲/▼: indicates statistically significant difference compared to Singapore diners.
"Don't know" responses not shown.

Get in touch



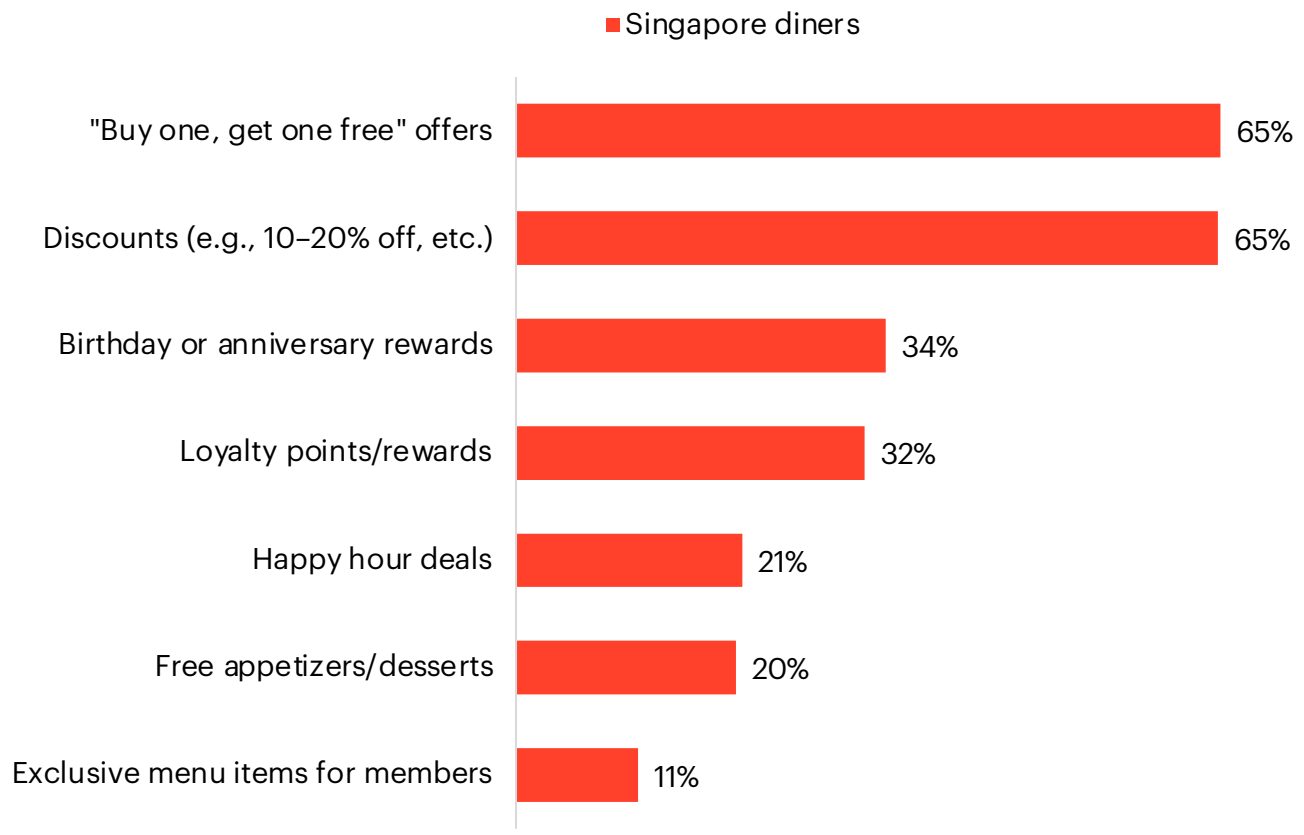
Attracting Singapore diners in 2025

BOGO and discounts have strong appeal

Buy one, get one offers and discounts are especially attractive with almost two-thirds of regular Singapore diners saying these would spur them to dine out more often (65%).

About a third of diners are also encouraged by birthday/anniversary rewards (34%) and loyalty points (32%).

Which THREE, if any, of the following incentives would most encourage you to eat out more often? (% of Singapore diners)



YouGov Surveys, August 11 – September 2, 2025.
Singapore diners n> 950.
Top 7 options shown.

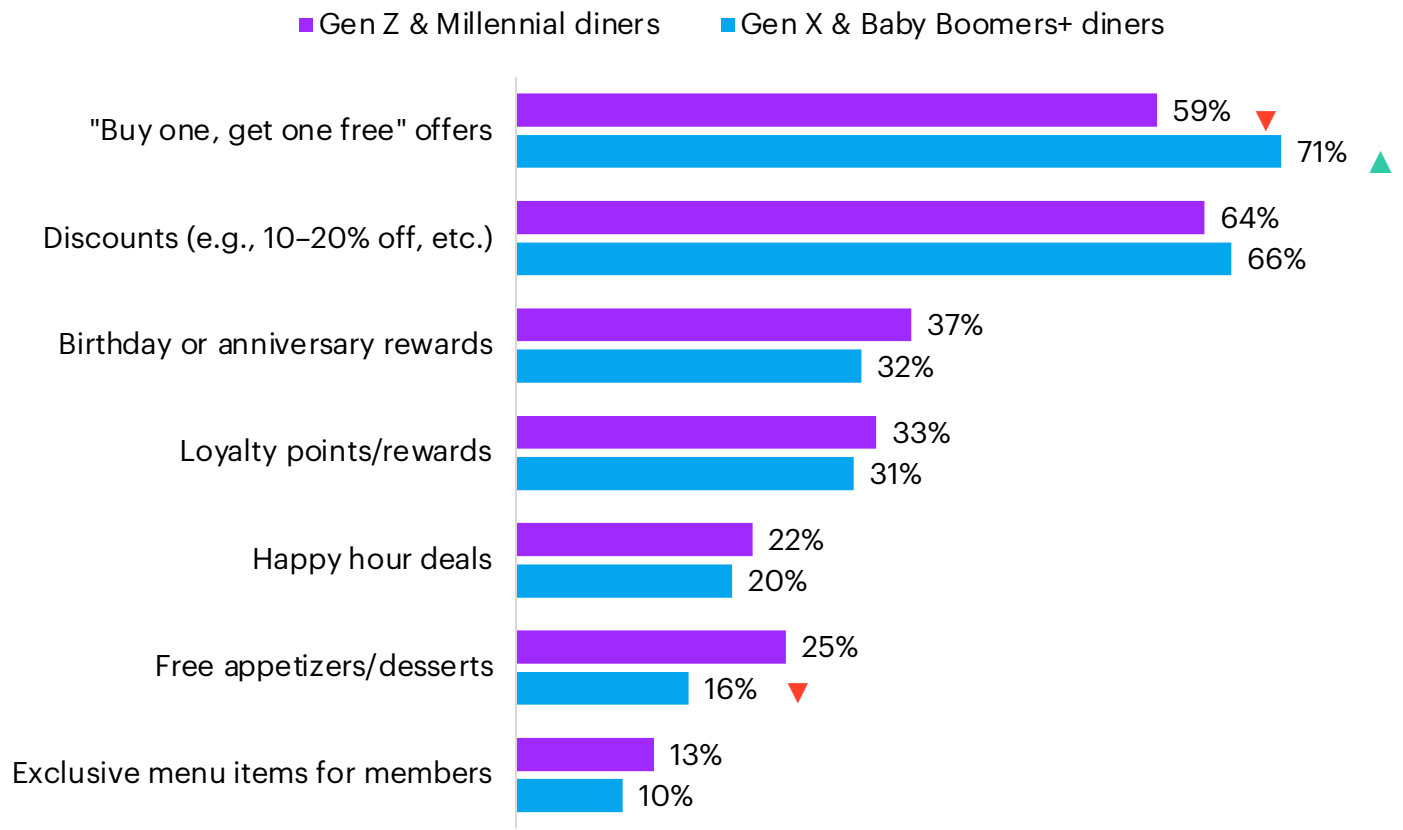
Deals drive demand, but preferences differ by generation

Older diners over-index on BOGO (71%). Free appetizers/desserts are especially attractive to younger diners (25% vs 16%).

Younger diners are more likely to be incentivized by direct discounts than by BOGO offers (64% vs 59%).

Get in touch for more data

Which THREE, if any, of the following incentives would most encourage you to eat out more often?



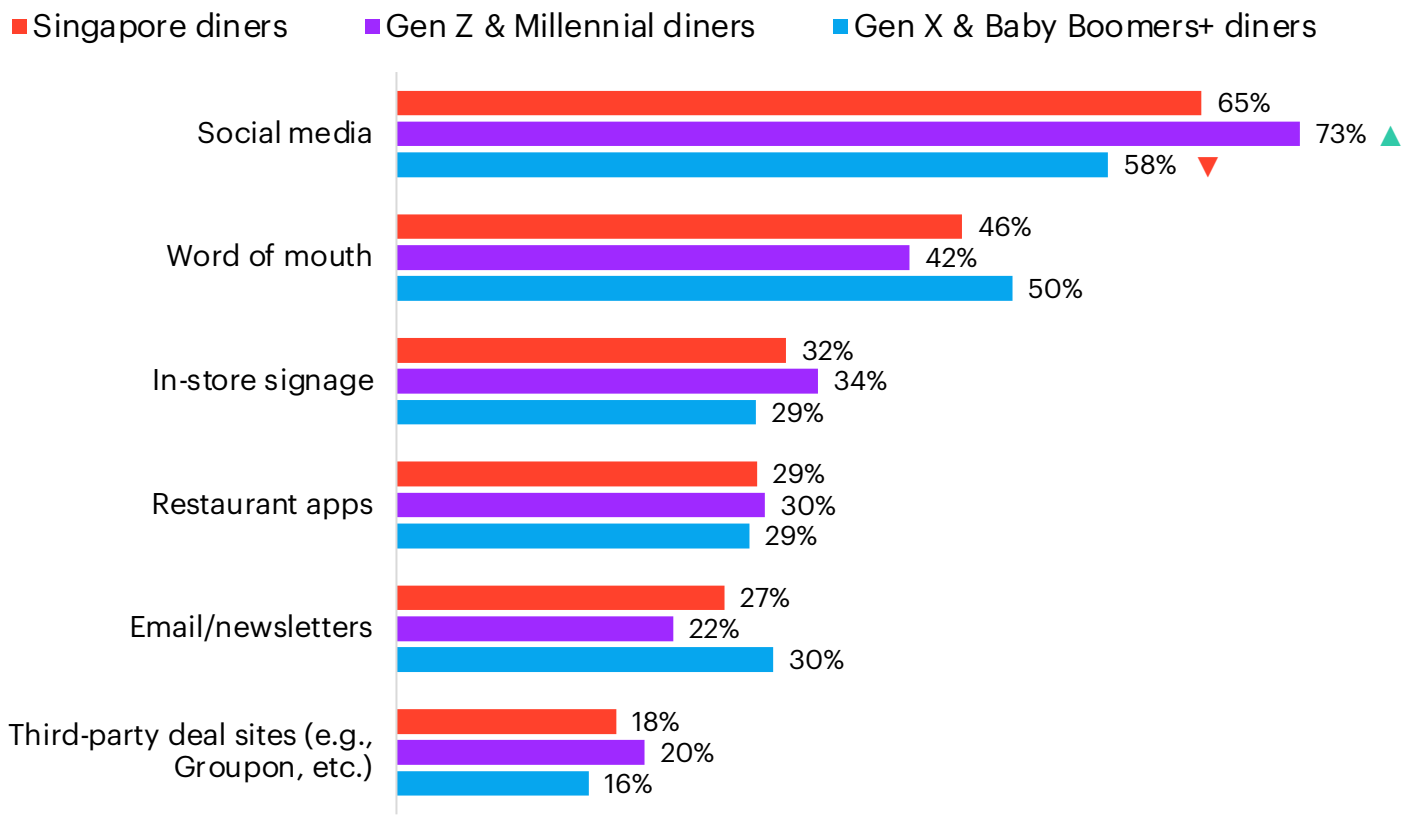
YouGov Surveys, August 11 – September 2, 2025.
Gen Z & Millennial diners n> 450; Gen X & Baby Boomers+ diners n> 450.
▲/▼: indicates statistically significant difference compared to Singapore diners.
Top 7 options shown.

Discount discovery channels

Among Singapore diners, social media is the most effective methods of announcing restaurant promos and deals (65%). This is especially true among younger diners (73%).



How do you usually find out about restaurant promotions or deals? Please select all that apply. (% of Singapore diners)



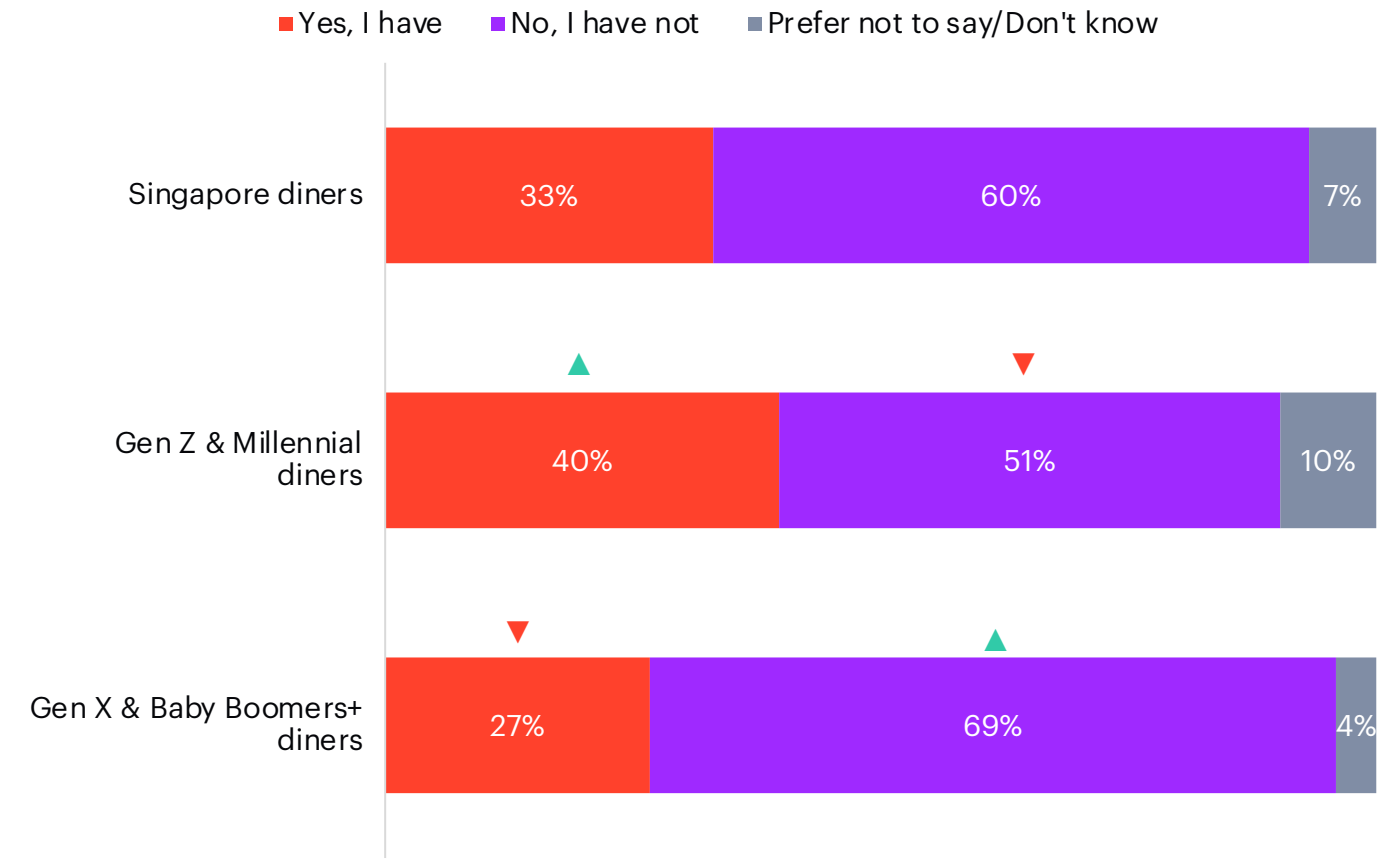
YouGov Surveys, August 11 – September 2, 2025.
Singapore diners n> 950; Gen Z & Millennial diners n> 450; Gen X & Baby Boomers+ diners n> 450.
▲/▼: indicates statistically significant difference compared to Singapore diners.
Top 6 options shown.

A third of Singapore diners have used a restaurant loyalty program

Gen Z and Millennial diners (40%) are more likely to have used loyalty programs in the past 12 months, compared to older generations (27%).

Get in touch for more data

Have you used a restaurant loyalty program in the last 12 months? (% of Singapore diners)



YouGov Surveys, August 11 – September 2, 2025. Top 6 options shown
Singapore diners n> 950; Gen Z & Millennial diners n> 450; Gen X & Baby Boomers+ diners n> 450.
▲/▼: indicates statistically significant difference compared to US diners.

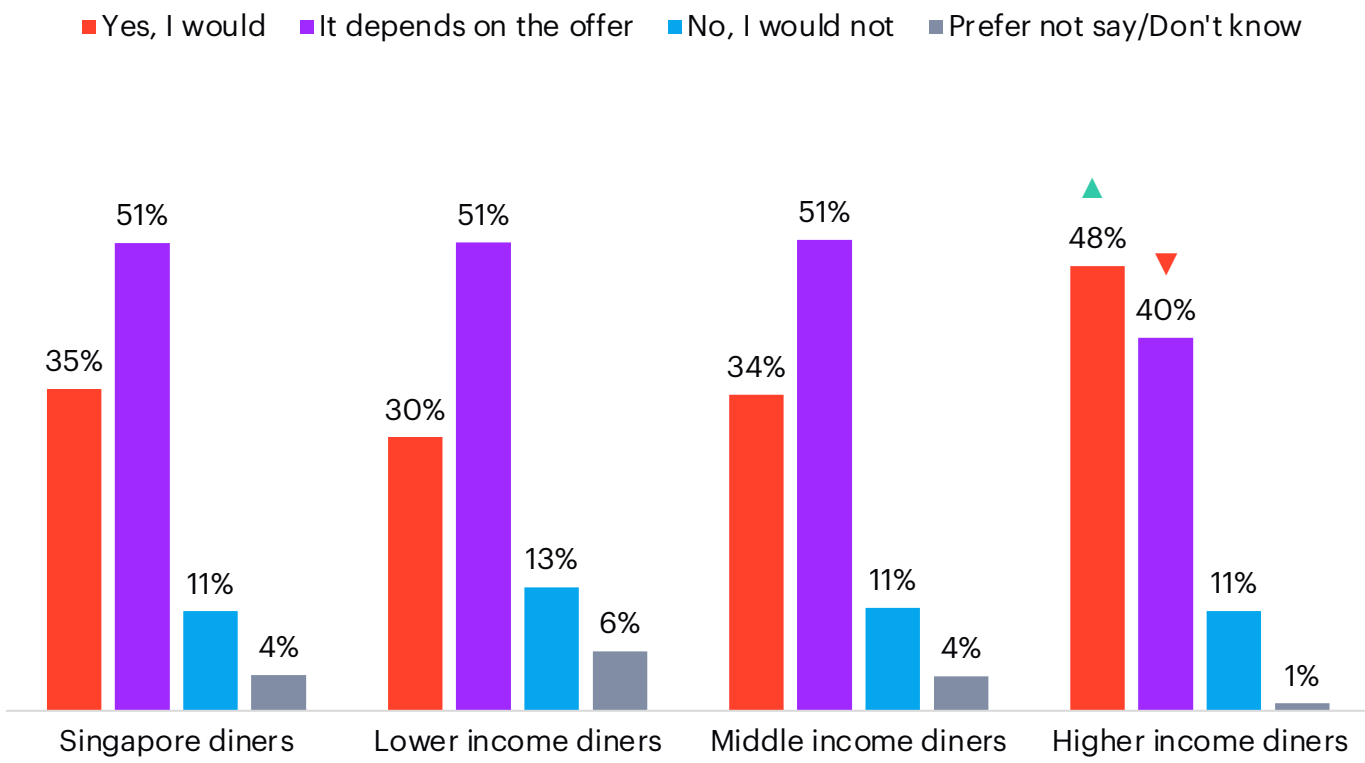
Loyalty programs can whet the appetite

More than 8 in 10 Singapore diners indicate that loyalty programs could have them visiting restaurants more frequently. This includes the 51% who say "it depends on the offer".

Loyalty programs have strong appeal among higher income diners, 48% would return to restaurants that offer loyalty programs (vs 35% of all Singapore diners).

Get in touch for more data

Would you be more likely to return to a restaurant that offers a loyalty program? (% of Singapore diners)



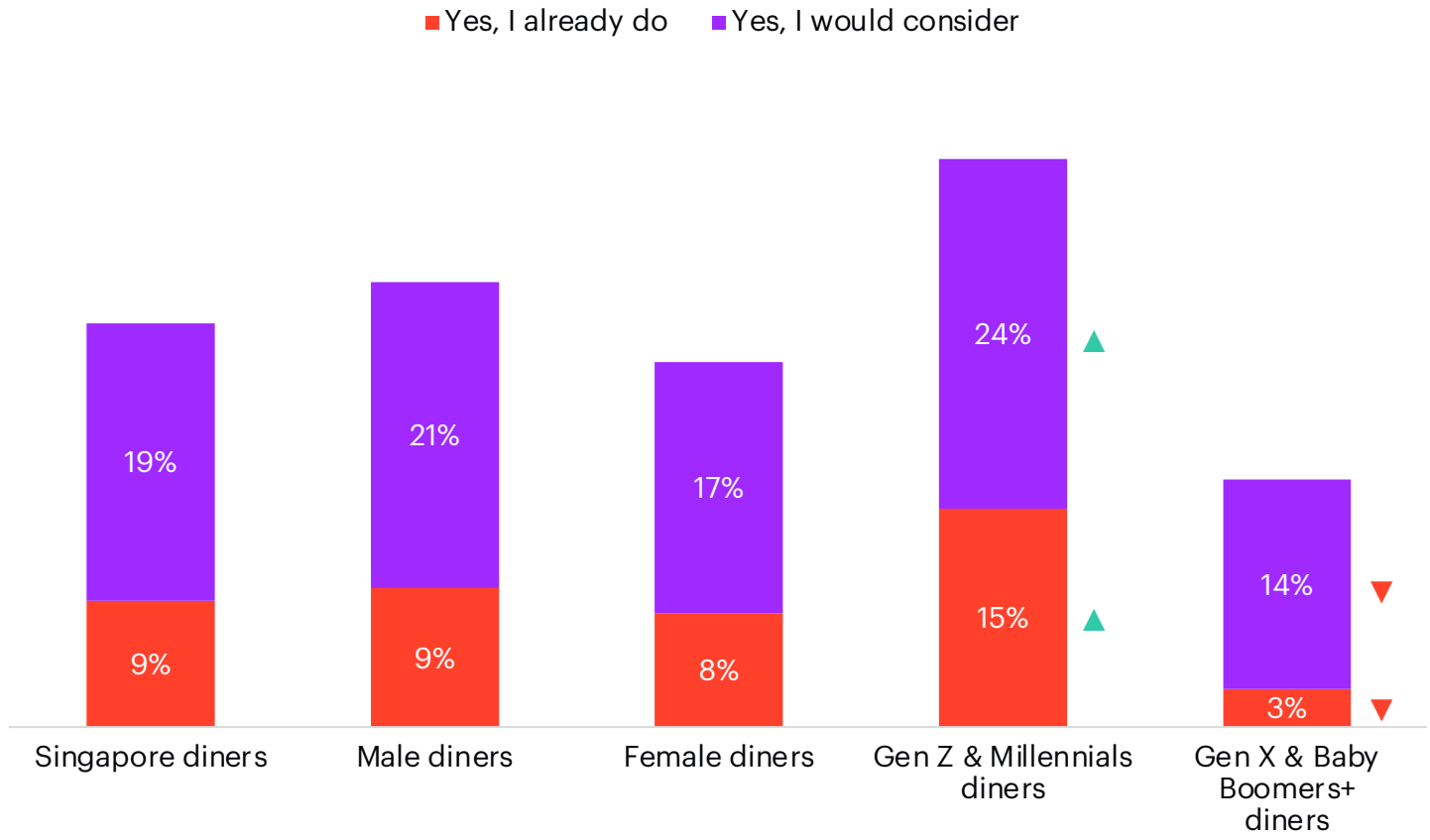
YouGov Surveys, August 11 – September 2, 2025.
Singapore diners n> 950; Lower income diners n> 250; Middle income diners n> 300; Higher income diners n> 200.
▲/▼: indicates statistically significant difference compared to Singapore diners.

Pay for perks: Singapore diners' appetite for membership offers

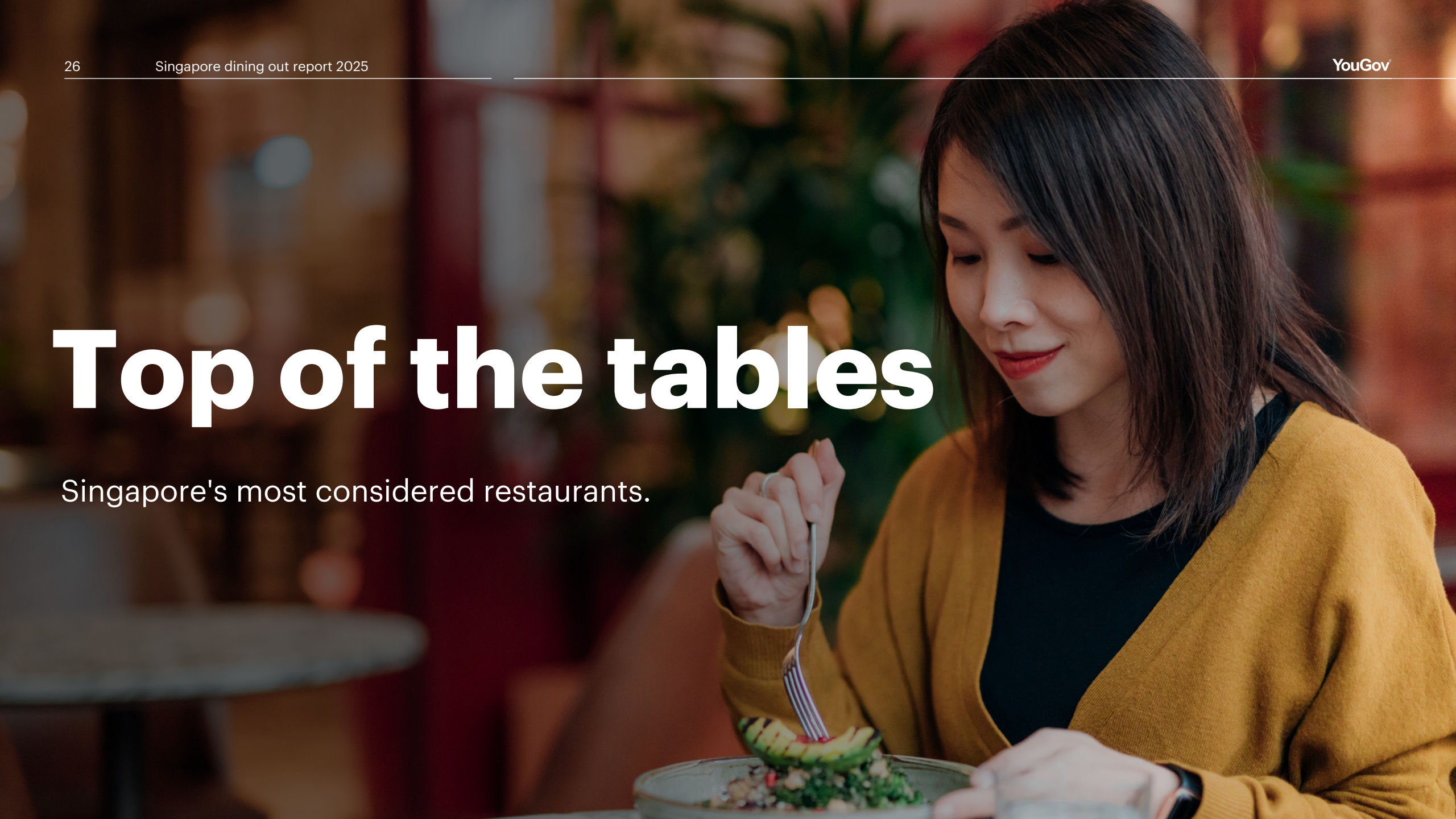
Gen Z & Millennial diners in Singapore are more likely to consider paying a fee to access perks at their favorite restaurant compared to their older counterparts (24% vs 14% of Gen X & Baby Boomers+ diners).

Get in touch for more data

Would you consider paying a monthly fee for perks at your favorite restaurant? (% of Singapore diners)



YouGov Surveys, August 11 – September 2, 2025.
Singapore diners n> 950; Male diners n> 450; Female diners n> 450; Gen Z & Millennial diners n> 450; Gen X & Baby Boomers+ diners n> 450.
▲/▼: indicates statistically significant difference compared to Singapore diners.
"No, not interested" and "Don't know" responses not shown.



Top of the tables

Singapore's most considered restaurants.

Most considered restaurants/ cafes among Singapore diners

McDonald’s leads as the most considered restaurant in Singapore, followed by KFC. Global quick-service brands dominate the rankings, with Burger King and Subway rounding off the top five, alongside local café chain Ya Kun Kaya Toast.

Rank	Brand	Consideration score (%)
1	McDonald's	**59.0**
2	KFC	**35.6**
3	Burger King	**31.4**
4	Subway	**28.3**
5	Ya Kun Kaya Toast	**26.1**
6	Starbucks	**25.0**
7	Jollibee	**22.2**
8	Din Tai Fung	**21.3**
9	Pizza Hut	**21.2**
10	Coffee Bean & Tea Leaf	**20.6**

YouGov BrandIndex SG, October 1, 2024 – September 30, 2025, ranked based on consideration score.
Likely to dine in next 2 weeks n> 3,600.
Question: “When you are in the market next to purchase food or drink, from which of the following would you consider purchasing?”

Methodology

The insights in this report have been sourced via YouGov Surveys and YouGov BrandIndex.

The insights in this report were sourced via YouGov Surveys: Serviced – providing rapid answers from the right audience.

The multi-region survey was conducted from August 11 – September 2, 2025, with 1,000 respondents in the Singapore. Additional insights are available for 16 other markets: Australia, Canada, Denmark, France, Great Britain, Germany, Hong Kong, India, Indonesia, Italy, Mexico, Poland, Singapore, Spain, Sweden, the UAE, and the US.

Singapore diners are defined as those who answered with "Less than once a month" or more frequently to the question: "How often, if ever, do you eat out at restaurants (including cafés, pubs serving food, and fast-food joints)?"

The brand rankings in this report are sourced from YouGov's always-on brand tracker, YouGov BrandIndex.

Consideration scores are based on respondents' answers to "When you are in the market next to purchase food or drink, from which of the following would you consider purchasing?" Filtered by respondents who are likely or very likely to dine out at quick serve Restaurants/Cafes in next 30 days.

To qualify as a top ranked brand, brands must have scores available for at least 183 days between October 1, 2024 – September 30, 2025. Consideration scores have been rounded to a single decimal place. A minimum base size of 300 (n) is required.

Throughout the report, each generation is defined as: Gen Z (1997 or later), Millennial (1981-1996), Gen X (1965-1980) and Baby Boomers+ (Pre-1964).

Income groups are defined as: Lower income (< 75% of median income), Middle income (75-200% of median income), Higher income (> 200% of median income)

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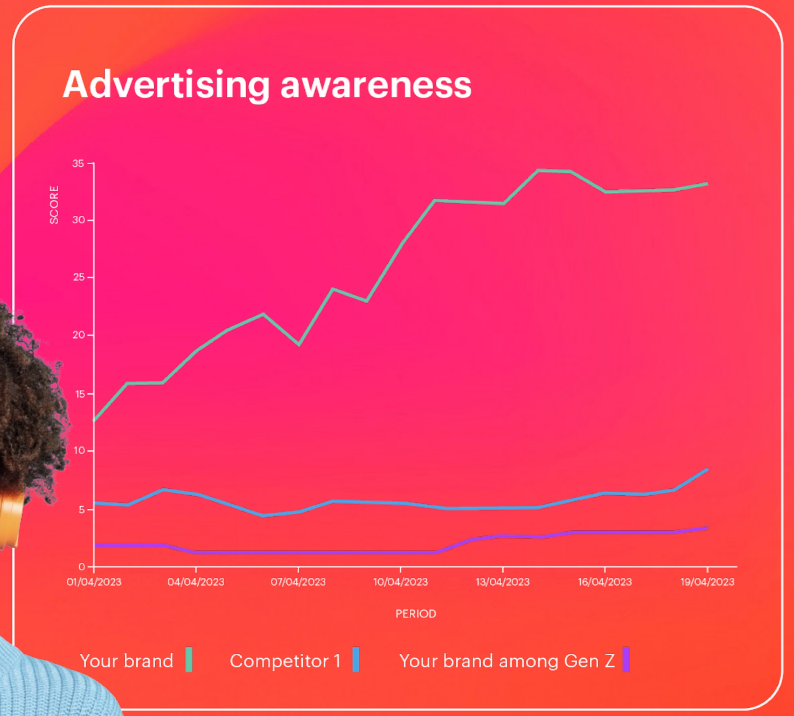

Metrics

Advertising awareness

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Thank you

/Research Reality

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