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# DINING OUT HABITS IN THAILAND 2025:



A BLEND OF TRADITION  
AND MODERN LIFESTYLES

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# EVOLVING DINING TRENDS IN THAILAND 2025

Thailand's dining scene in 2025 reflects a dynamic mix of tradition and modern influences. As consumer preferences continue to evolve, factors such as economic shifts, technological advancements, and changing lifestyles are reshaping how Thais dine out. This article explores the key trends and behaviors driving these changes—from the rise of food delivery services to an increasing focus on health-conscious choices.

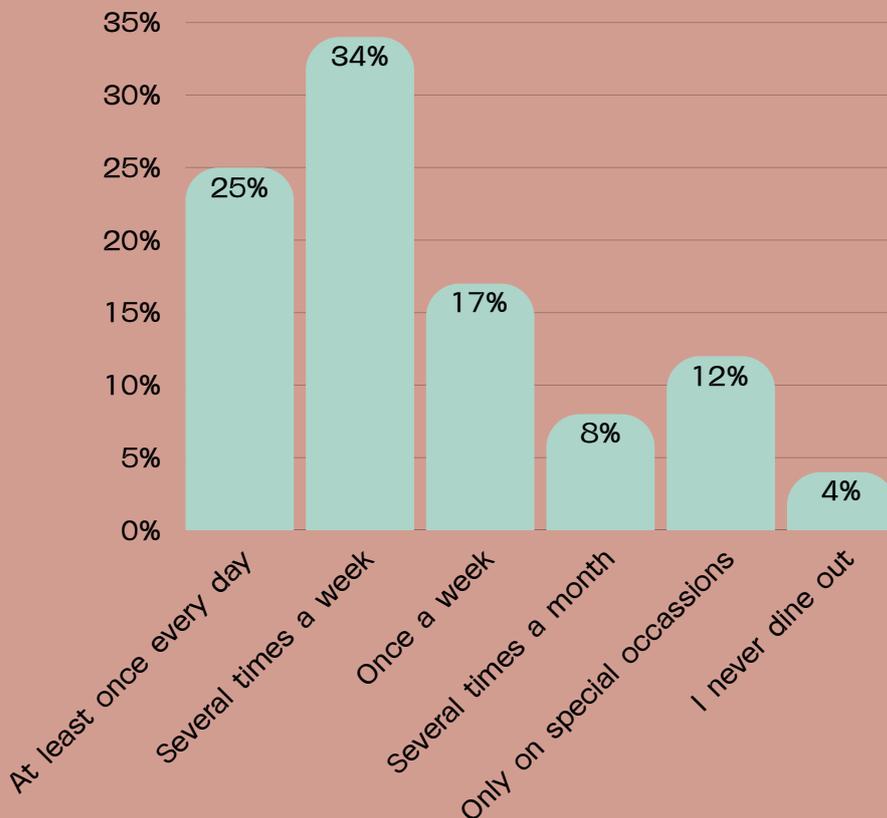


Understanding these evolving habits allows businesses, marketers, and food service providers to better align their strategies with the diverse needs and expectations of Thailand's dining population.

## KEY FINDINGS FROM THE STUDY

Based on a nationwide study conducted by Rakuten Insight among 15,297 Thai respondents aged 16 and above (Male: 4,449; Female: 10,848), the findings reveal the following:

### DINING OUT FREQUENCY



### FREQUENCY OF DINING OUT

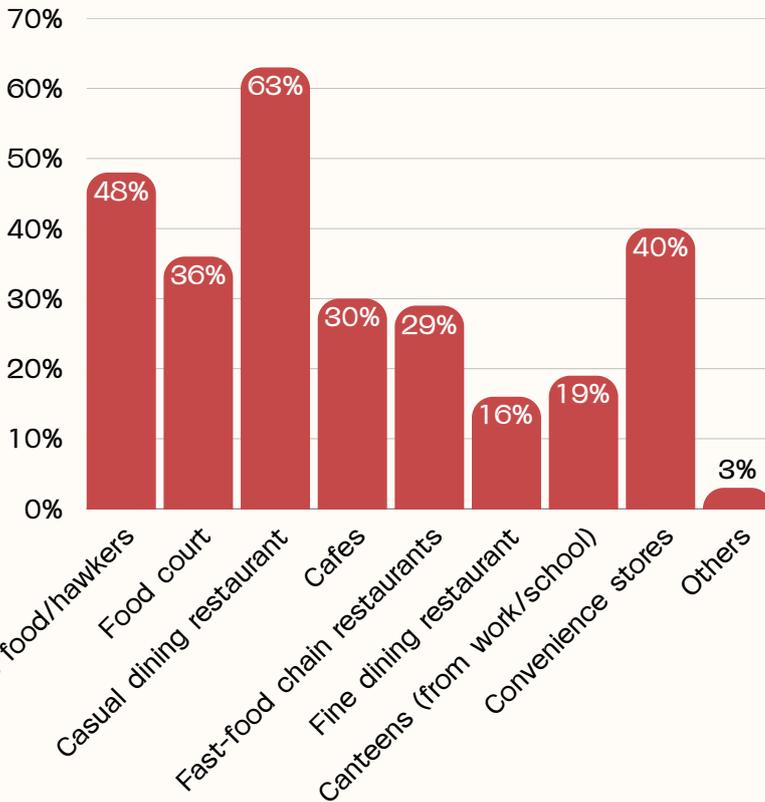
76% of respondents dine out at least once a week, while only 4% say they never dine out.

This reflects how dining out has become part of regular life, not just for special occasions.



## POPULAR DINING VENUES

### DINING OUT PLACES



The top dining destinations include:

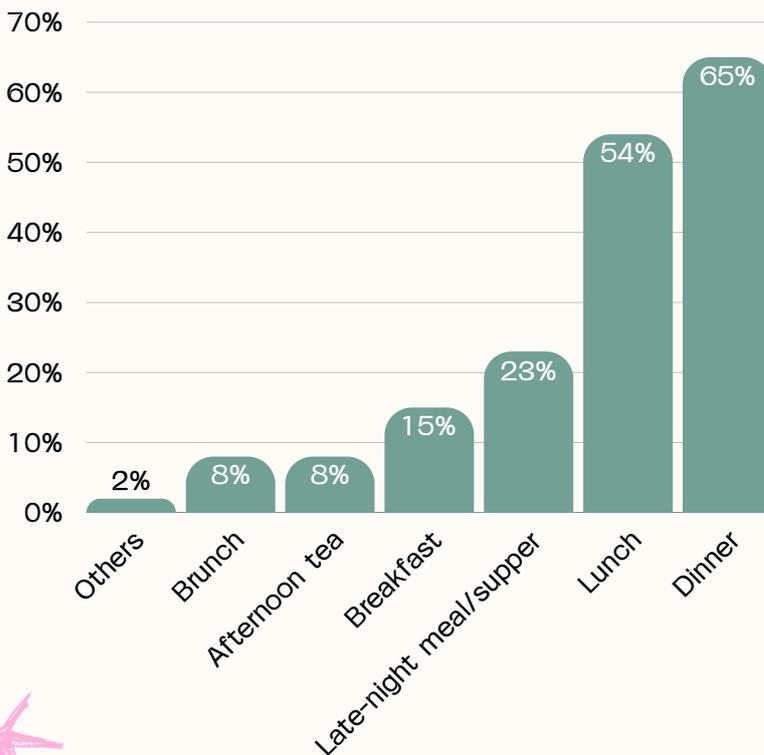
- Casual dining restaurants (63%)
- Street food/hawkers (48%)
- Convenience stores (40%)

Consumers value variety and convenience. While casual dining offers comfort and experience, street food and convenience stores serve quick, affordable options.



## MEALTIMES AND SPENDING

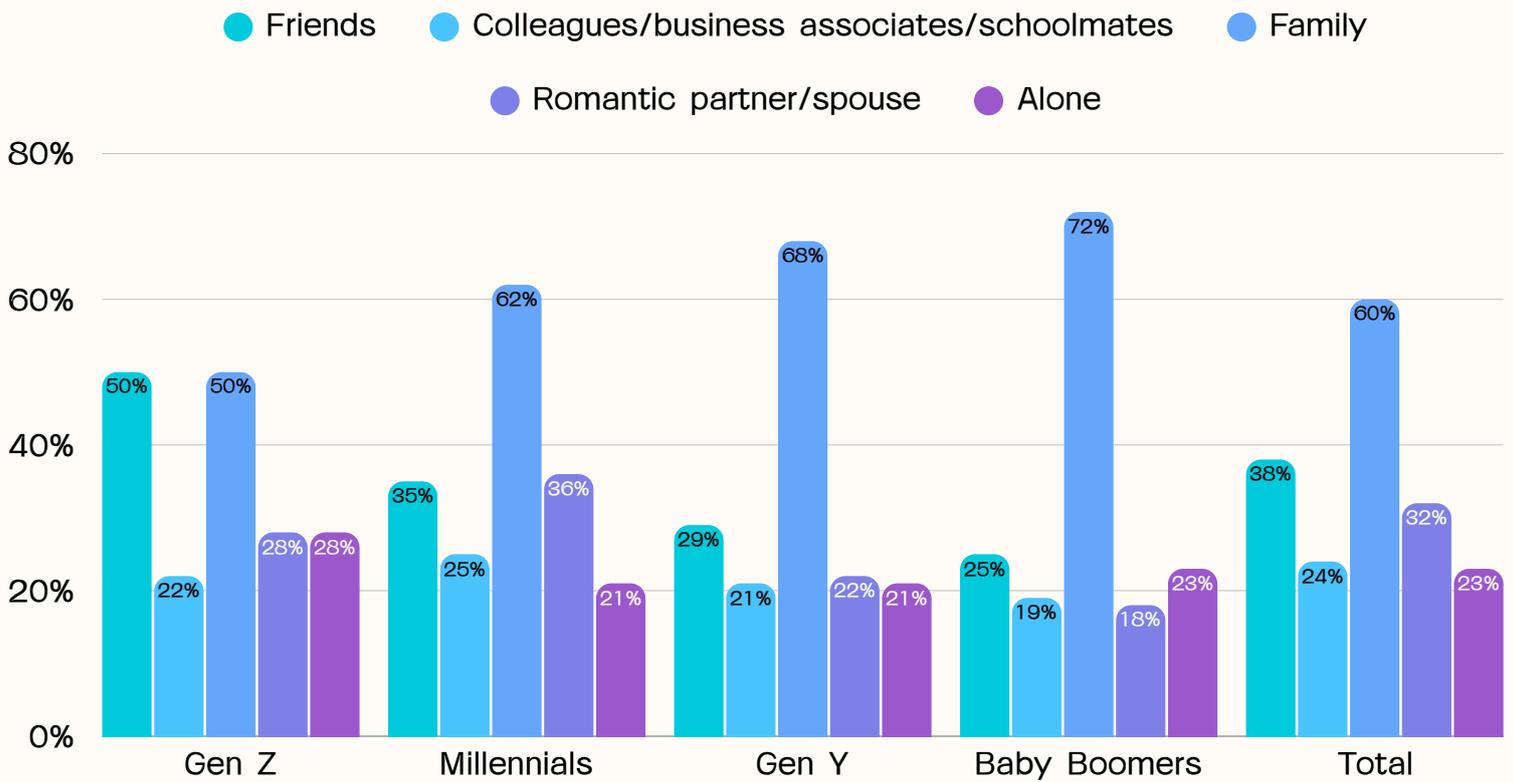
### MEALTIMES



- Dinner is the most popular dining-out occasion at 65%, followed by lunch at 54%, and late-night meals/supper at 23%.
- Average spending per head per meal:
  - Breakfast/Lunch: THB 50-THB 100
  - Dinner: THB 101-THB 300

Dinner is the main dining occasion and commands higher spending. Late-night dining is on the rise, reflecting more flexible lifestyles.

# DINING COMPANIONS



## DINING COMPANIONS

- Most Thais dine out with family (60%), followed by friends (38%) and partner/spouse (32%).

## GENERATIONAL INSIGHTS

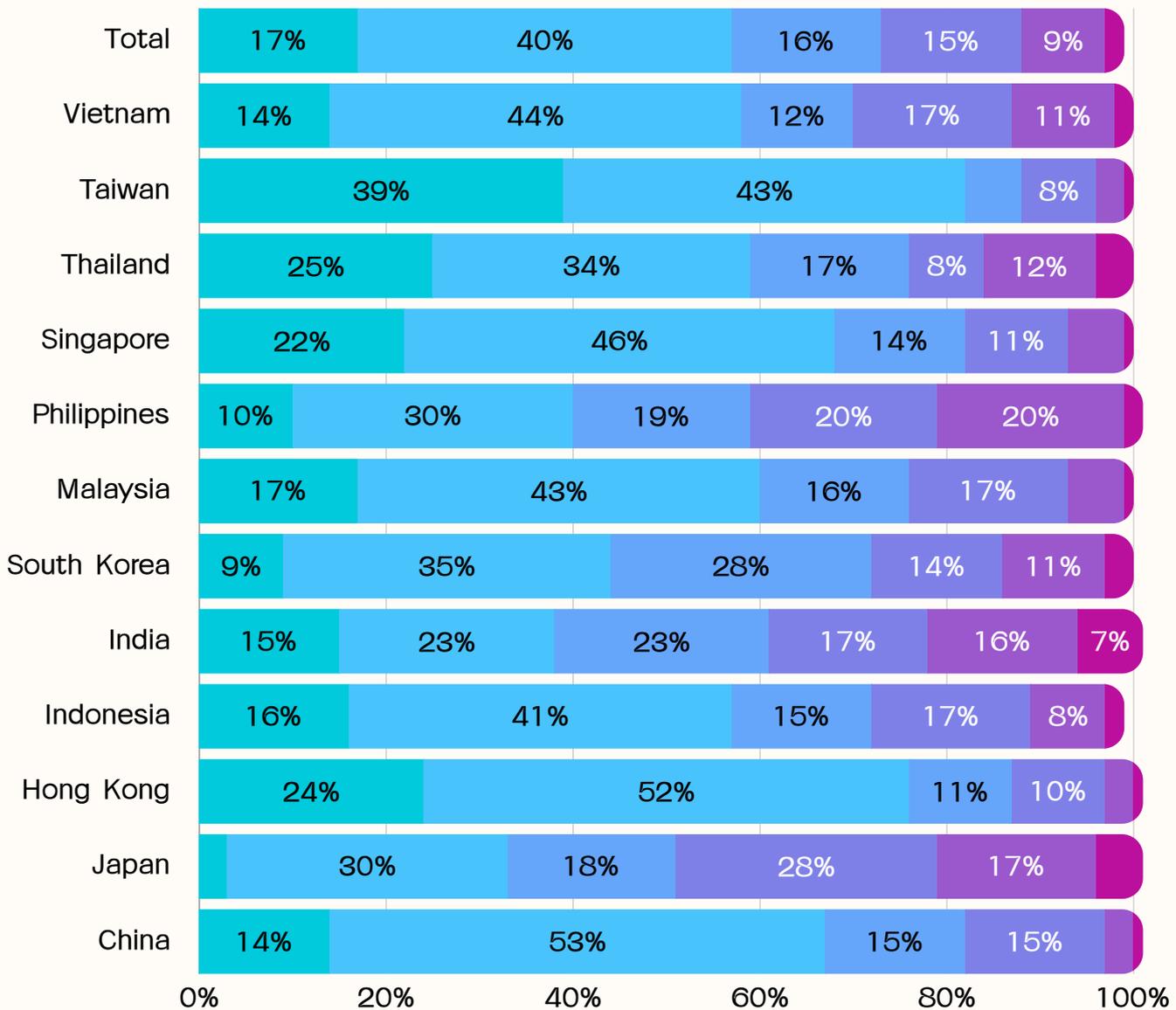
- Gen Zs tend to dine out equally with friends and family.
- 72% of Baby Boomers prefer dining out with family.
- Family remains central, but younger generations show more social flexibility.



# REGIONAL COMPARISON ACROSS ASIA

Rakuten Insight also conducted the study across 12 markets in Asia: China, Hong Kong, Indonesia, India, Japan, South Korea, Malaysia, Philippines, Singapore, Thailand, Taiwan, and Vietnam. The findings show that dining out at least once a week is a common habit across most Asian markets.

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



# CONCLUSION

The 2025 Thai dining landscape illustrates a strong cultural emphasis on shared meals—especially with family—alongside a growing openness to convenience and lifestyle-driven dining choices. Dinner remains the key meal occasion for dining out, with higher spending and increasing trends in late-night meals. For businesses, these insights highlight the importance of tailoring offerings to family-oriented experiences, pricing strategies around dinner occasions, and tapping into emerging trends such as health-conscious menus and convenience-focused dining.



Understanding these evolving patterns will be key for food service providers and marketers aiming to stay relevant in Thailand's and Asia's rapidly shifting dining ecosystem.

Survey conducted and reported by Rakuten Insight Global.



To view the full regional report, visit:  
👉 [Rakuten\\_Insight:\\_Snapshot\\_-\\_Dining\\_Out\\_Habits\\_in\\_APAC](#)