

## Asians and Dining Out - US - May 2013

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*"Asians enjoy dining out and they have more money to spend at restaurants as compared to the average consumer. Asians are family-centric and are healthier eaters with adventuresome tastes and there is much that restaurant operators and marketers can do to better speak to their habits and desires."*

– Leylha Ahuile, Senior Multicultural Analyst

### In this report we answer the key questions:

- Why are Asians not making more frequent trips to restaurants?
- Why are marketers not reaching out to Asian restaurant patrons?
- Are restaurant menus either too Asian or not Asian enough?

The spending power of Asians is soaring, and is expected to climb from \$717 billion in 2012 to \$1.02 trillion by 2017. Asians have much higher median household incomes—a result of higher than average educational attainment and a greater likelihood of employment in high-paying sectors. Asians also tend to be married with combined salaries, and these higher household incomes allow for more disposable income.

U.S. Census Bureau data show the Asian population surpassing 17 million by 2017, reflecting a 28.3% increase from 2007. Understanding the growing economic power of Asian Americans and how they engage with the restaurant industry makes them very attractive consumer groups for restaurant operators and marketers.

Topics covered in this report include:

- How healthy eating habits impact Asians' dining out decisions.
- The importance of family for Asians and how it relates to dining outside the home.
- What restaurant segments are most popular and why.
- What can be done to boost the marketing efforts currently in place.
- How the differences in heritage among Asians influence dining decisions.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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