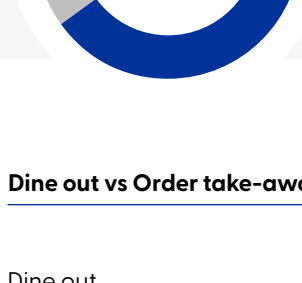


Changes in Consumer Behaviour of Hongkongers after COVID

Toluna recently surveyed **308 Hongkongers** aged 18 and above to understand the impact of pandemic on how consumers are using Take-away and Delivery Apps.

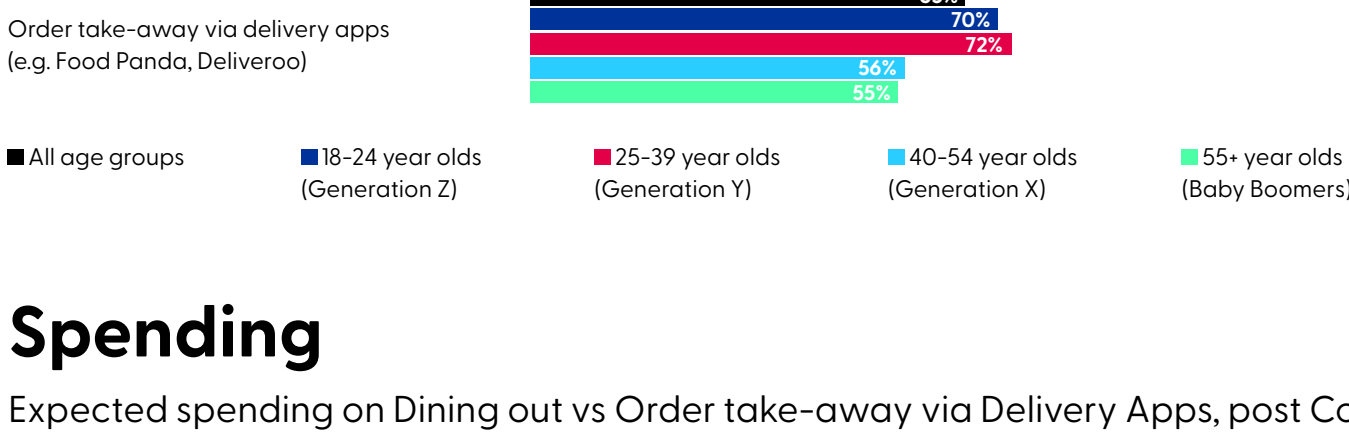


Delivery Apps



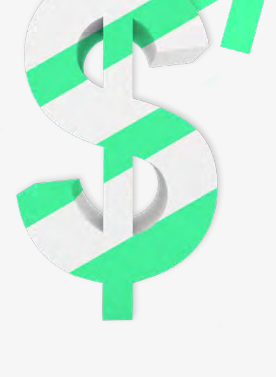
Of consumers stated they had used Delivery Apps in the past 3 months. This was particularly high among Gen Y with 7 out of 10 having used Delivery Apps.

Dine out vs Order take-away via Delivery Apps

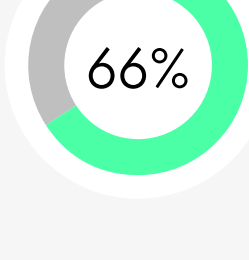


Spending

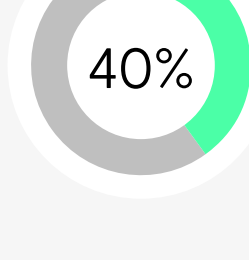
Expected spending on Dining out vs Order take-away via Delivery Apps, post Covid



When HKSAR Government suitably relaxes social distancing measures and COVID restrictions

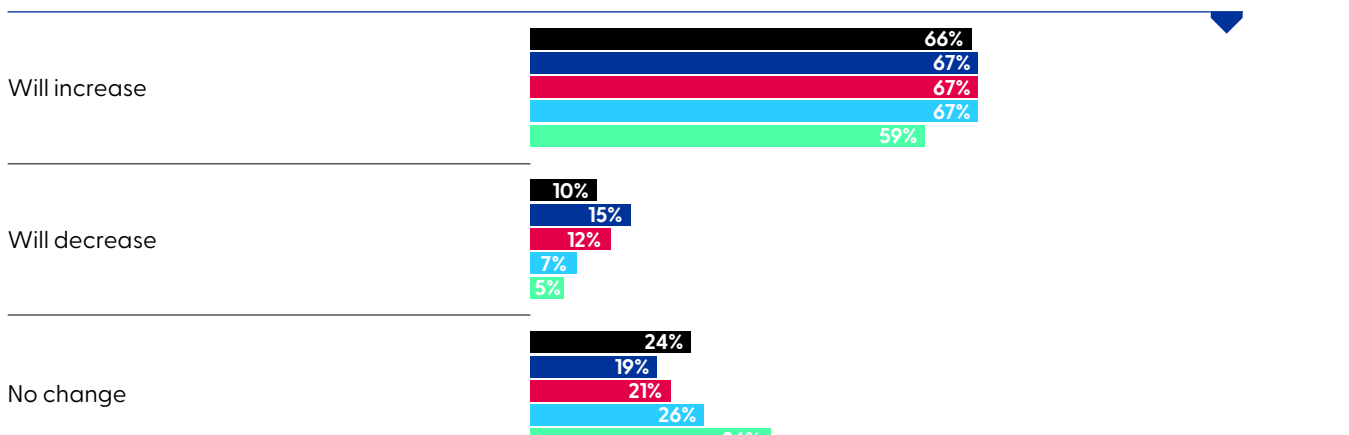


of consumers said they plan to dine out more than they did before

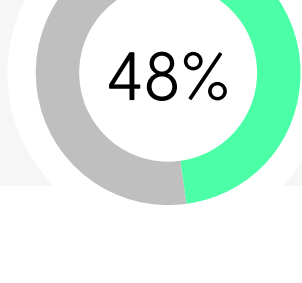
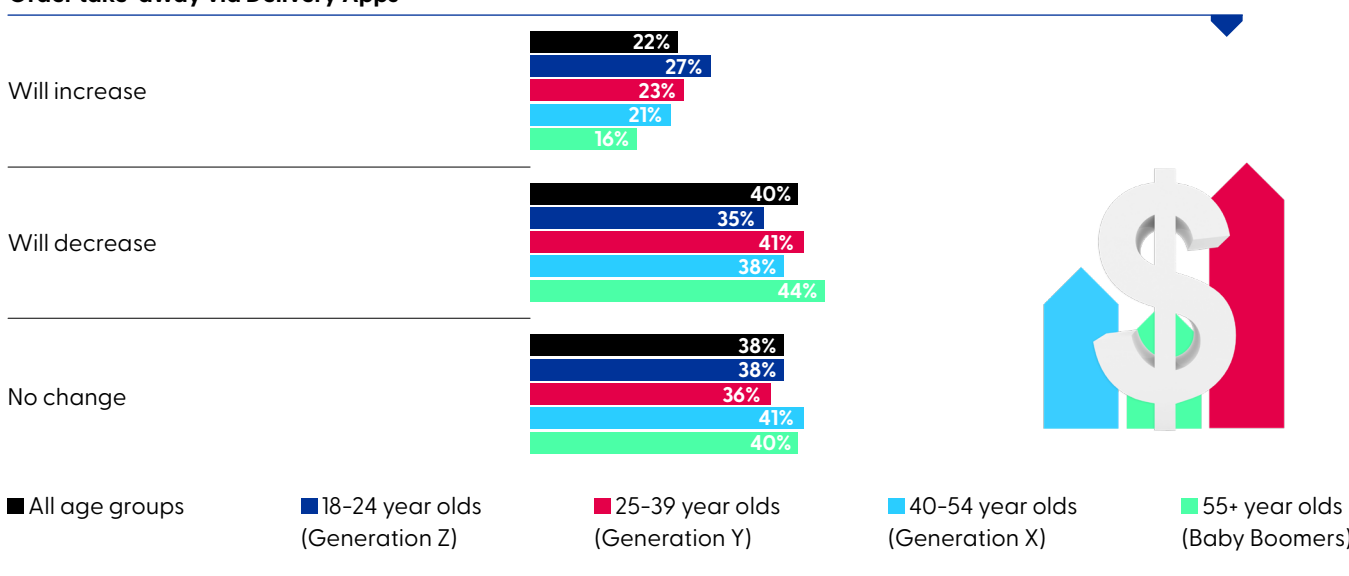


expect to order less via Delivery Apps.

Dine out

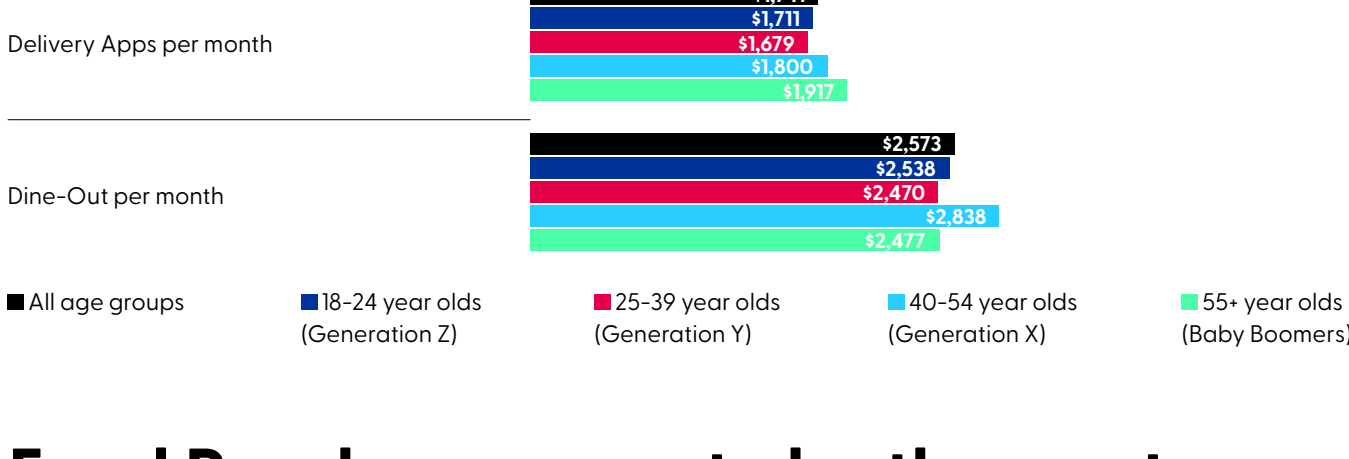


Order take-away via Delivery Apps



Also, in terms of dollar spending, people are willing to spend as much as 48%, \$832, more on dining out than they plan to spend on ordering foods via Delivery Apps.

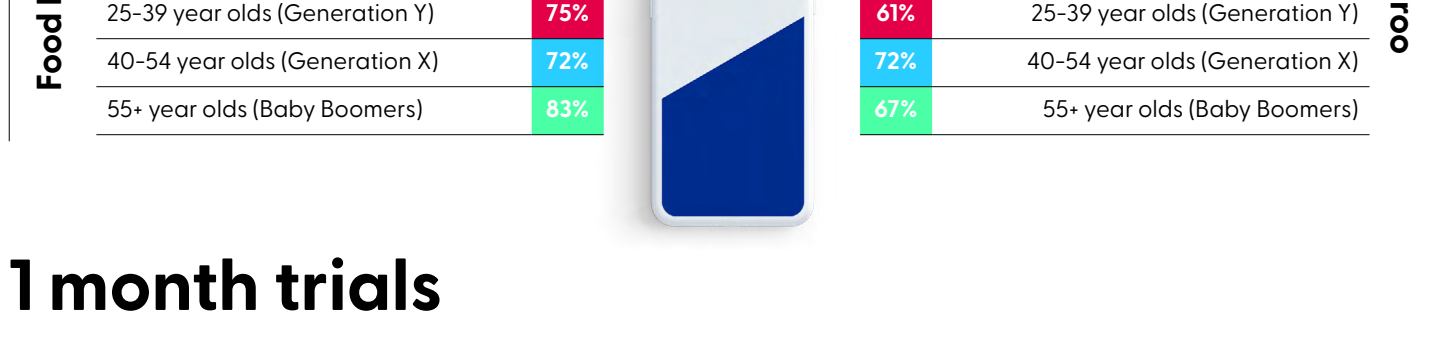
Average spending



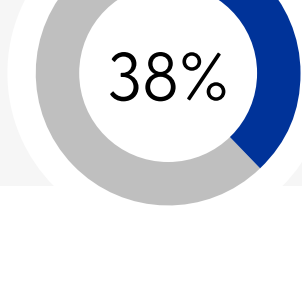
Food Panda appears to be the most used delivery app in Hong Kong.

With nearly **7 out 10 consumers** using it. Deliveroo (**64%**) is the second mostly used app.

Usage of take-away delivery apps

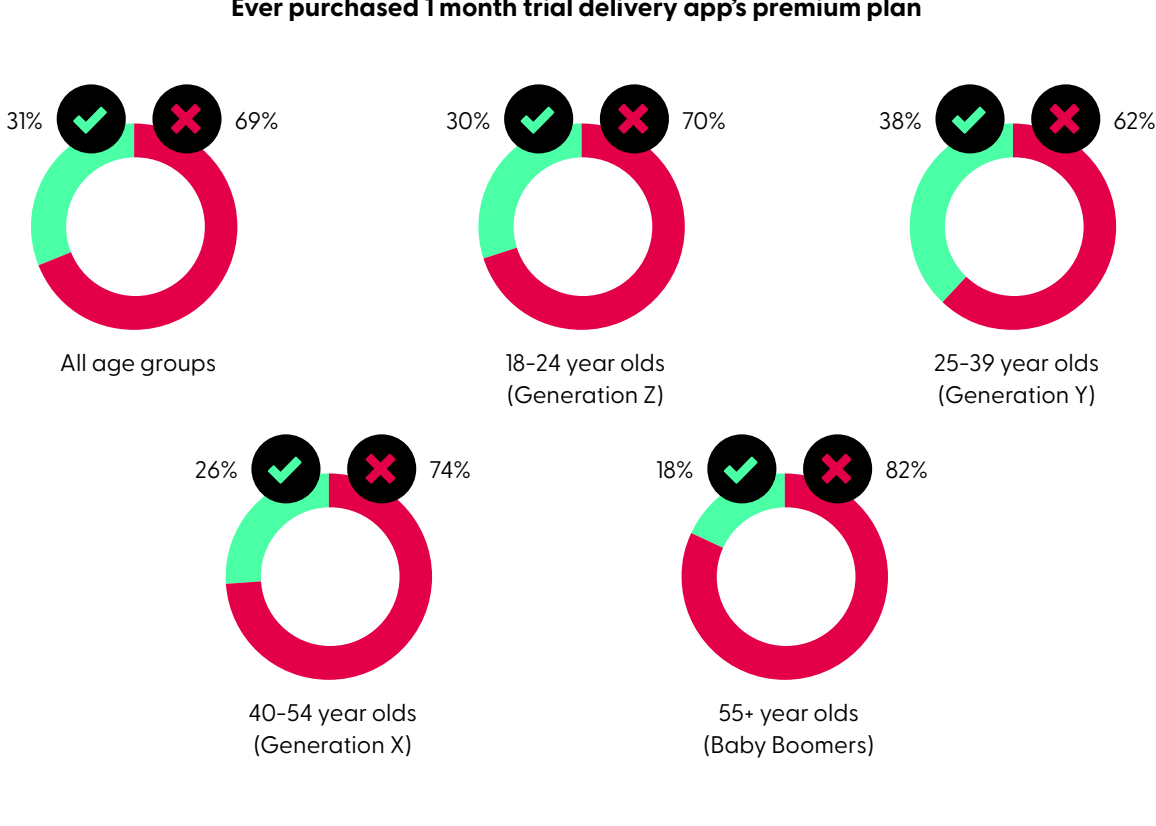


1 month trials

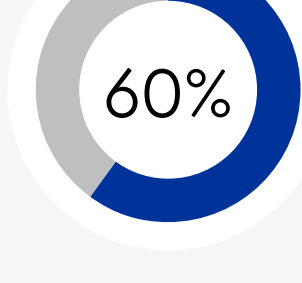


When asked if they ever purchased 1 month trial delivery app's premium plan, only one-third of consumers indicated that they had purchased it. This was true especially for Generation Y (38%).

Ever purchased 1 month trial delivery app's premium plan



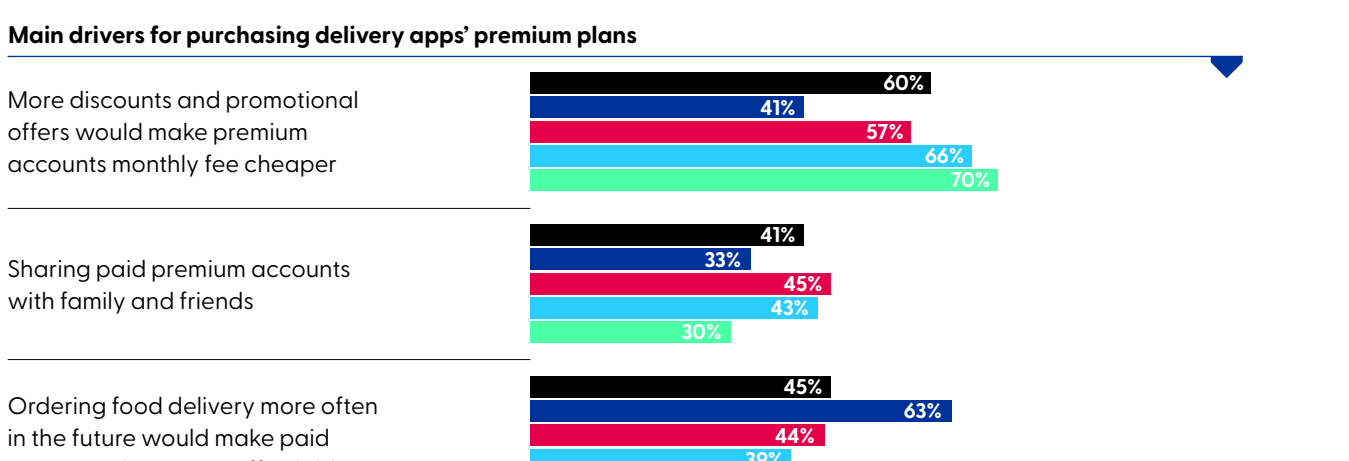
Premium Accounts



Overall, discounts and promotional offers seem to be the main driver for premium plan subscriptions as they make monthly fees cheaper (60%).

The study also revealed that many consumers value the fact that they can share the account among friends and family. This seems to be true especially for Generation Y.

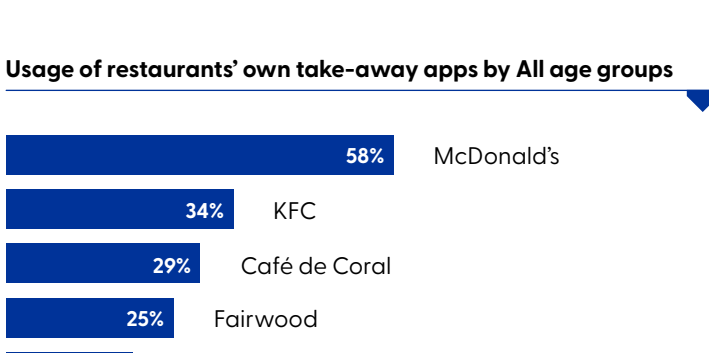
Main drivers for purchasing delivery apps' premium plans



The top 5 restaurants take-away apps are McDonald's, KFC, Café de Coral, Fairwood and TamJai.

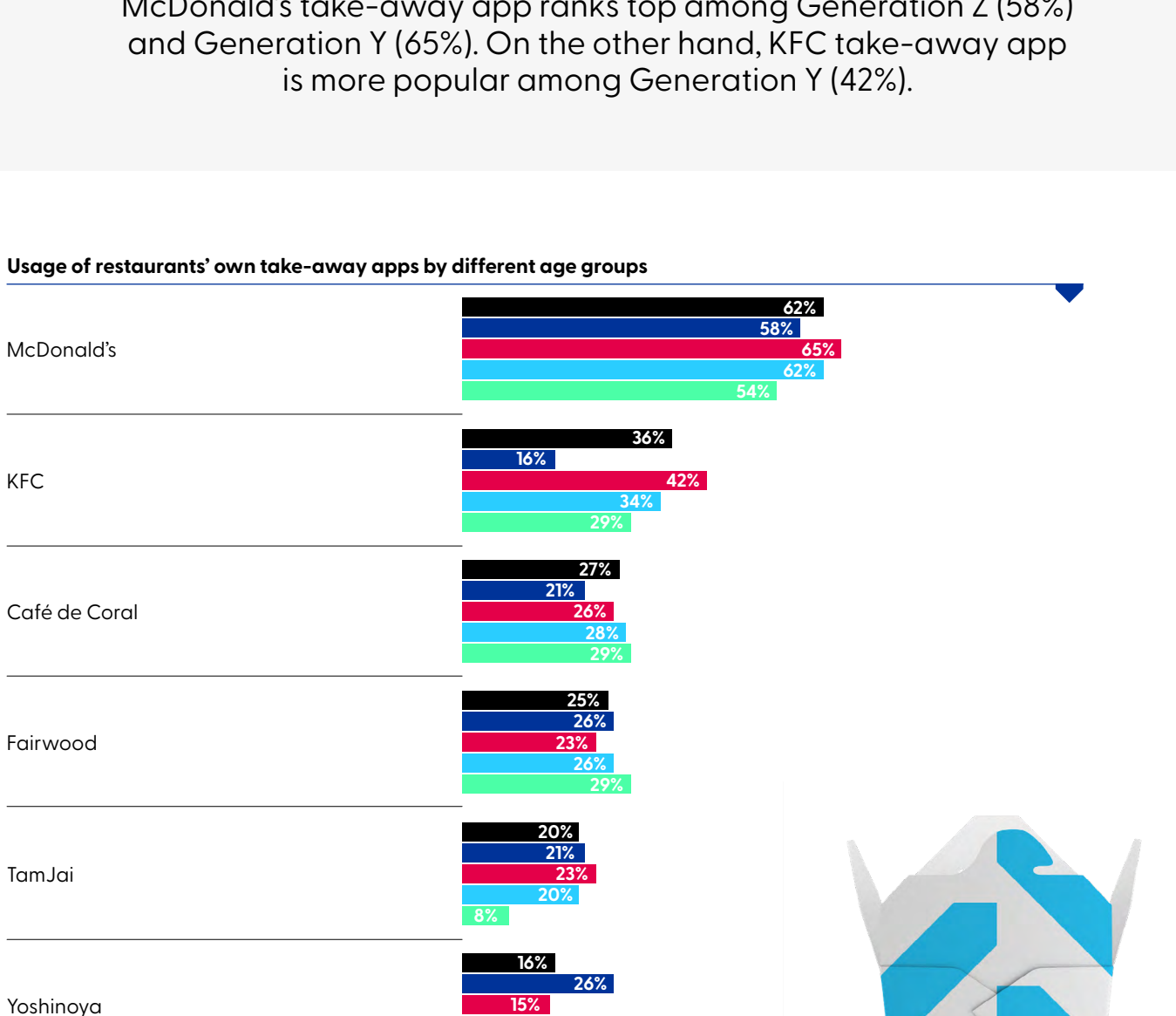


Usage of restaurants' own take-away apps by All age groups



McDonald's take-away app ranks top among Generation Z (58%) and Generation Y (65%). On the other hand, KFC take-away app is more popular among Generation Y (42%).

Usage of restaurants' own take-away apps by different age groups



Interested in these results?

Contact our Toluna Greater China team to learn more about the study.