

CONSUMERS & BRANDS

Dining out in Japan

Table of Contents

01 Overview

Value of the eating out market in metropolitan areas in Japan FY 2016-2022	
YoY change of net sales from eating at restaurants in Japan 2022, by segment	
Number of restaurants in Japan 2016-2023	
Share of restaurants in Japan 2023, by type of restaurant	
Number of dinners taken at restaurants in metropolitan areas in Japan FY 2016-2022	
CPI of eating out in Japan 2017-2022	

02 Dining out prevalence

Most popular restaurant types in Japan 2022	
Share of restaurant visits for dinner in metropolitan areas in Japan FY 2022, by type	
Share of people from metropolitan areas eating out for dinner in Japan FY 2016-2022	
Share of people eating out for dinner in Japan FY 2022, by age group and gender	
Monthly frequency of eating out for dinner in metropolitan areas Japan FY 2016-2022	
Monthly frequency of eating out for dinner in Japan FY 2022, by age group and gender	
Leading time slots to go eat out in Japan 2022	

03 Household expenditure on dining out

Amount spent per year on eating out in Japan 2015-2022	
Household expenses on dining out in Japan 2020-2022, by type of restaurant	
Amount spent per year on eating out at Japanese-style restaurants in Japan 2015-2022	

	Amount spent per year on eating out at sushi shops in Japan 2015-2022	22
04	Amount spent per year on eating out at soba and udon shops in Japan 2015-2022	23
05	Amount spent per year on eating out at Chinese restaurants in Japan 2015-2022	24
06		
07	04 Expenditure per meal	
08	Expenses per restaurant visit for dinner in Japan 2021, by price range	26
09	Expenses per restaurant visit for lunch in Japan 2021, by price range	27
	Average cost per dinner when eating out in metropolitan areas in Japan FY 2016-2022	28
	Average costs per dinner when eating out in Japan FY 2022, by age group and gender	29
11	Average cost per dinner at restaurants in metropolitan areas in Japan FY 2022 by type	30
12	Eating out expense range per meal at Chinese-style restaurants in Japan 2021	31
13	Eating out expense range per meal at soba and udon restaurants in Japan 2021, by type	32
14		
15	05 Regional consumer behavior	
16	Leading cities concerning household spending on eating out in Japan 2020-2022	34
17	Leading cities in household spending on dining Japanese-style in Japan 2020-2022	35
	Leading cities in household spending on dining at sushi shops in Japan 2020-2022	36
	Leading cities in household spending on dining Western-style in Japan 2020-2022	37
19	Leading cities in household spending on dining at soba and udon shops Japan 2020-2022	38
20	Leading cities in household spending on dining at Chinese soba shops Japan 2020-2022	39
21	Leading cities in household spending on dining Korean-style in Japan 2020-2022	40

Table of Contents

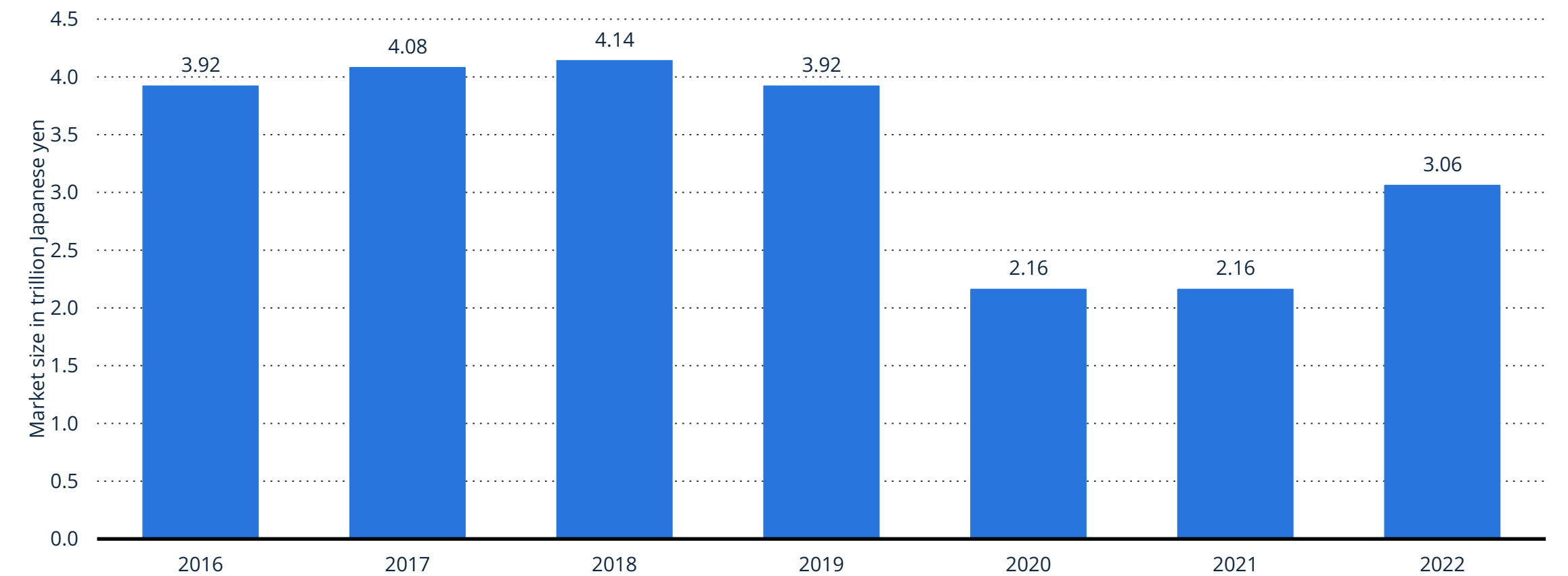
06 Prominent restaurant chains	
Leading fast-food restaurant brands in Japan 2023, by number of facilities	<u>42</u>
Leading family restaurant brands in Japan 2023, by number of facilities	<u>43</u>
Leading Japanese-style restaurant brands in Japan 2023, by number of facilities	<u>44</u>
Leading ramen and gyoza restaurant companies in Japan 2023, by number of facilities	<u>45</u>
Leading yakiniku chain restaurants in Japan 2023, by number of facilities	<u>46</u>

CHAPTER 01

Overview

Market size of dining out in metropolitan areas in Japan from fiscal year 2016 to 2022 (in trillion Japanese yen)

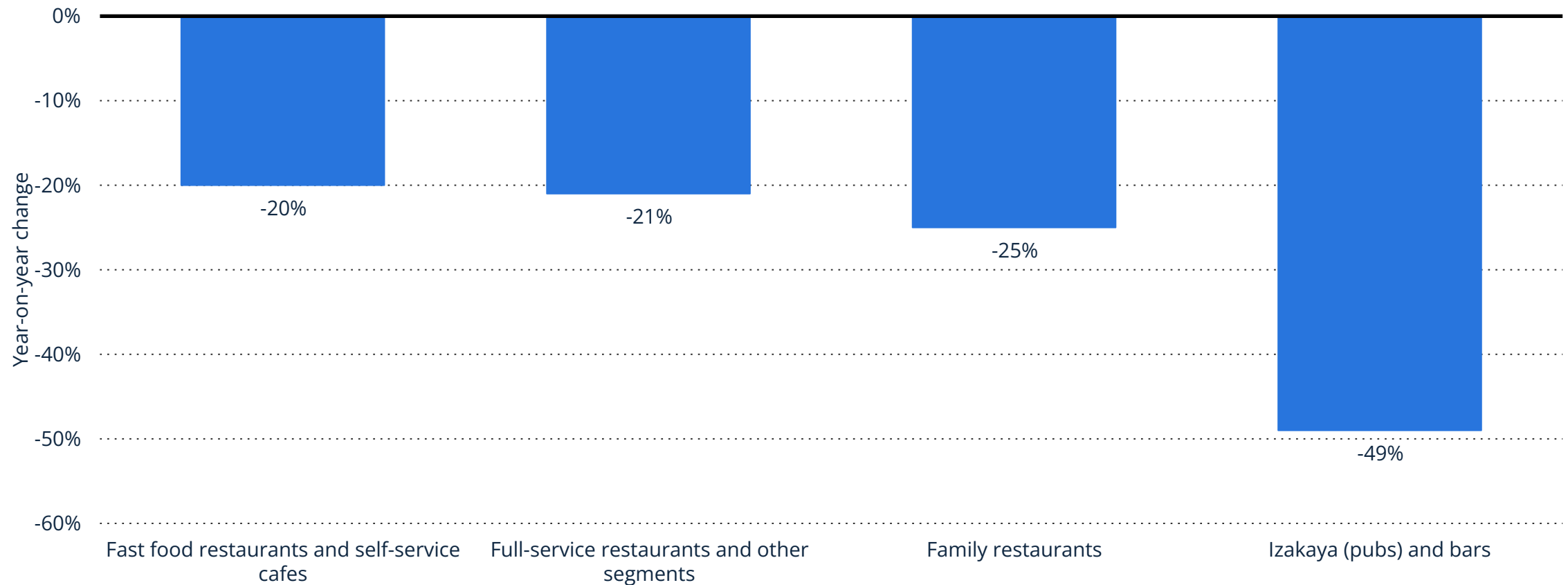
Value of the eating out market in metropolitan areas in Japan FY 2016-2022



4 **Description:** According to surveys conducted during the fiscal year 2022 in Japan, the market size of dining out in metropolitan areas amounted to approximately 3.06 trillion Japanese yen. This was higher than during the previous two years, but was still significantly lower than the values recorded prior to the COVID-19 pandemic. [Read more](#)
Note(s): Japan; fiscal year 2016 to 2022; the fiscal year starts on April 1 of the stated year and ends on March 31 of the following year; 9,178 respondents; 20-69 years; figures based on estimated expenses of the share of population dining out for [...] [Read more](#)
Source(s): Hot Pepper; Macromill

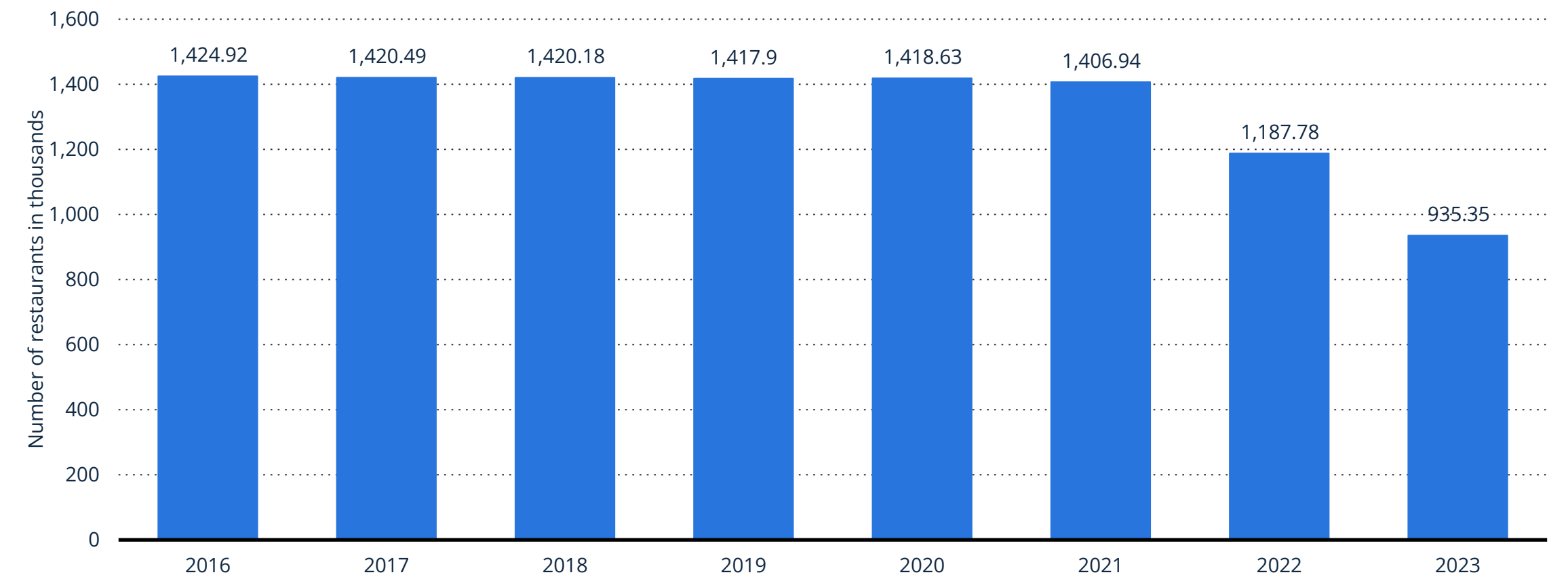
Year-on-year (YoY) change of net sales from dining at restaurants in Japan in 2022, by segment

YoY change of net sales from eating at restaurants in Japan 2022, by segment



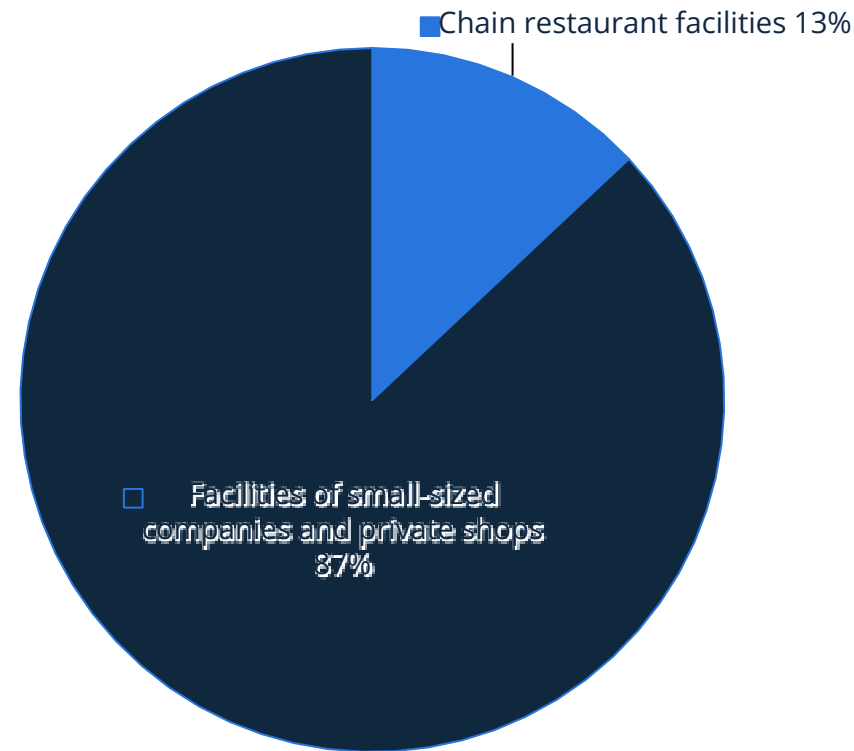
Number of restaurants in Japan from fiscal year 2016 to 2023 (in 1,000s)

Number of restaurants in Japan 2016-2023



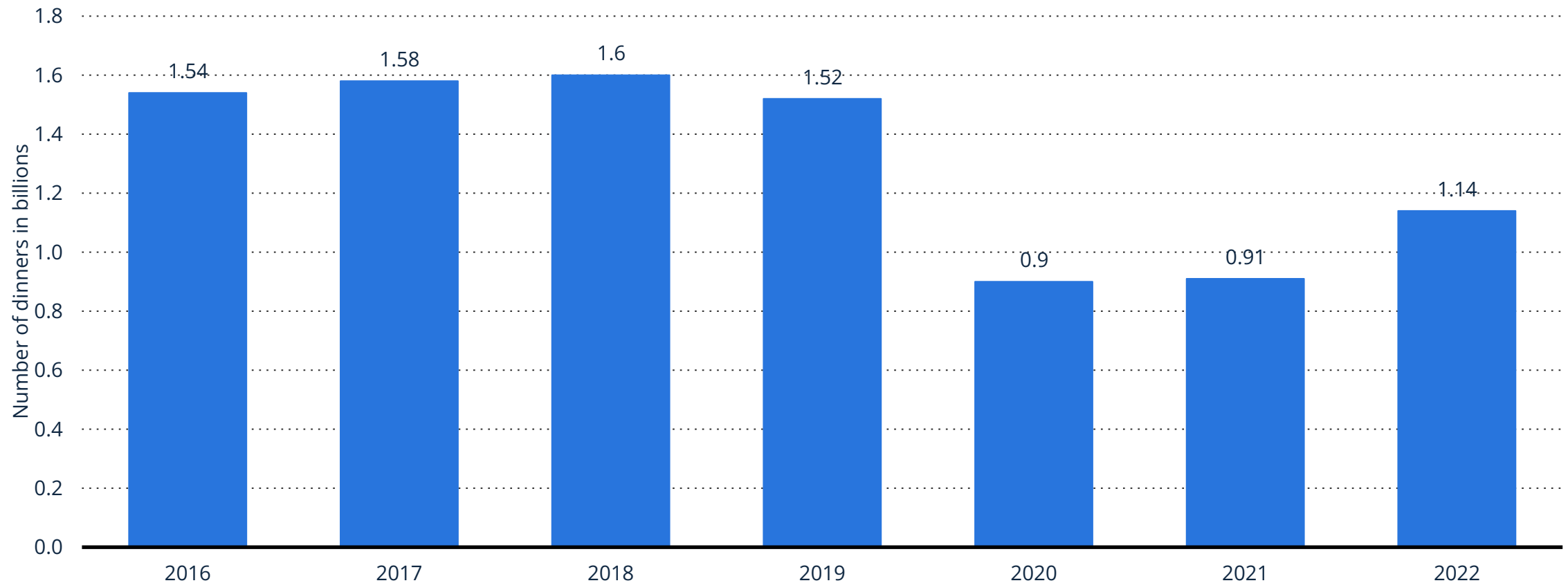
Share of restaurant facilities in Japan as of July 2023, by type of restaurant

Share of restaurants in Japan 2023, by type of restaurant



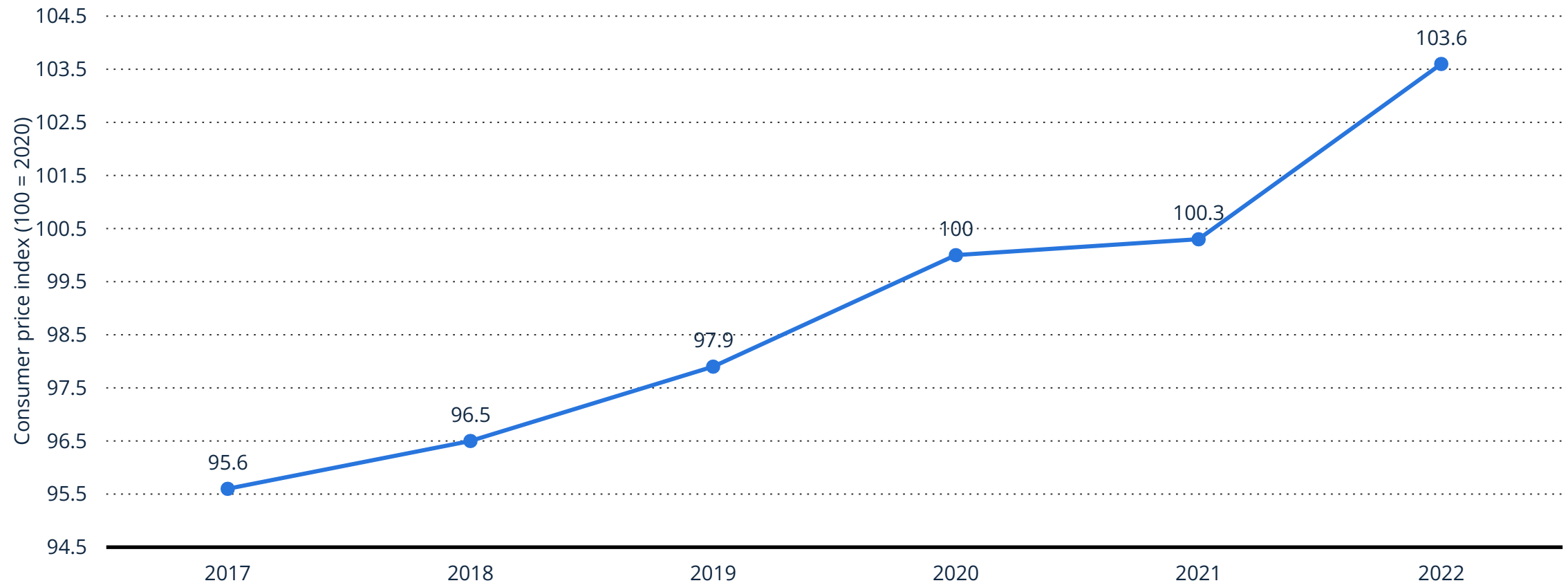
Total number of dinners eaten at restaurants in metropolitan areas in Japan from fiscal year 2016 to 2022 (in billions)

Number of dinners taken at restaurants in metropolitan areas in Japan FY 2016-2022



Consumer Price Index (CPI) of meals outside of home in Japan from 2017 to 2022

CPI of eating out in Japan 2017-2022

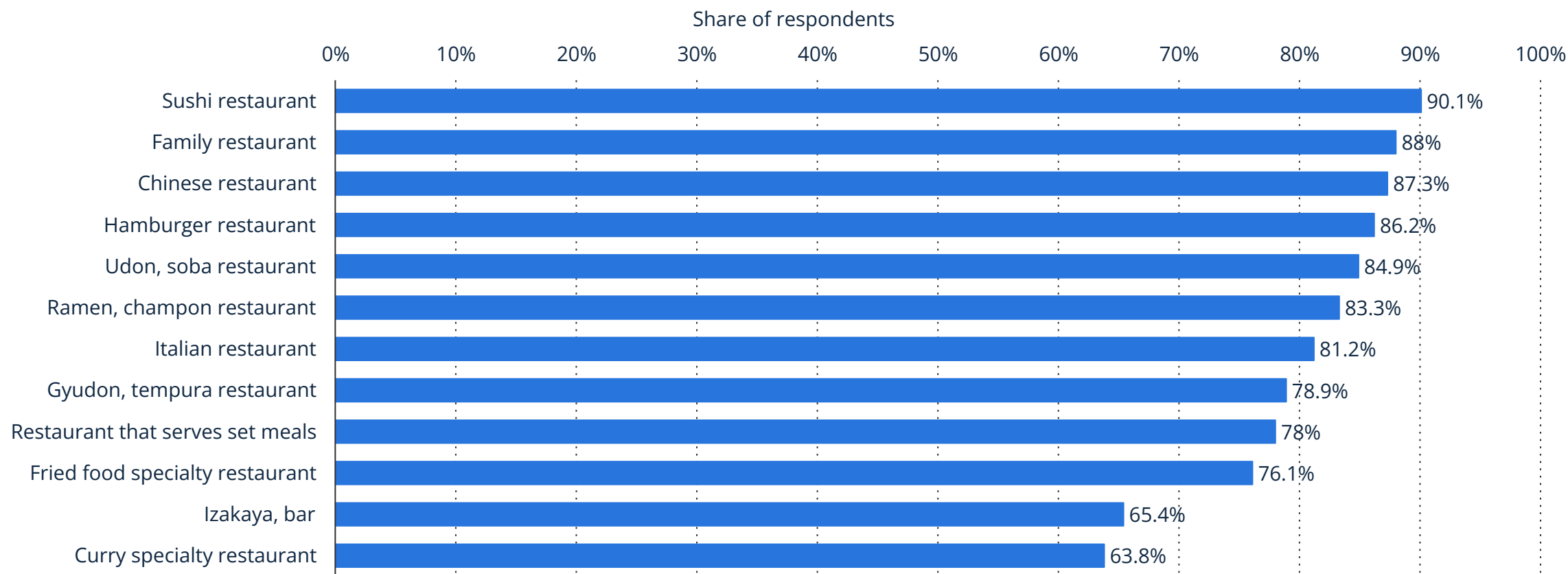


CHAPTER 02

Dining out prevalence

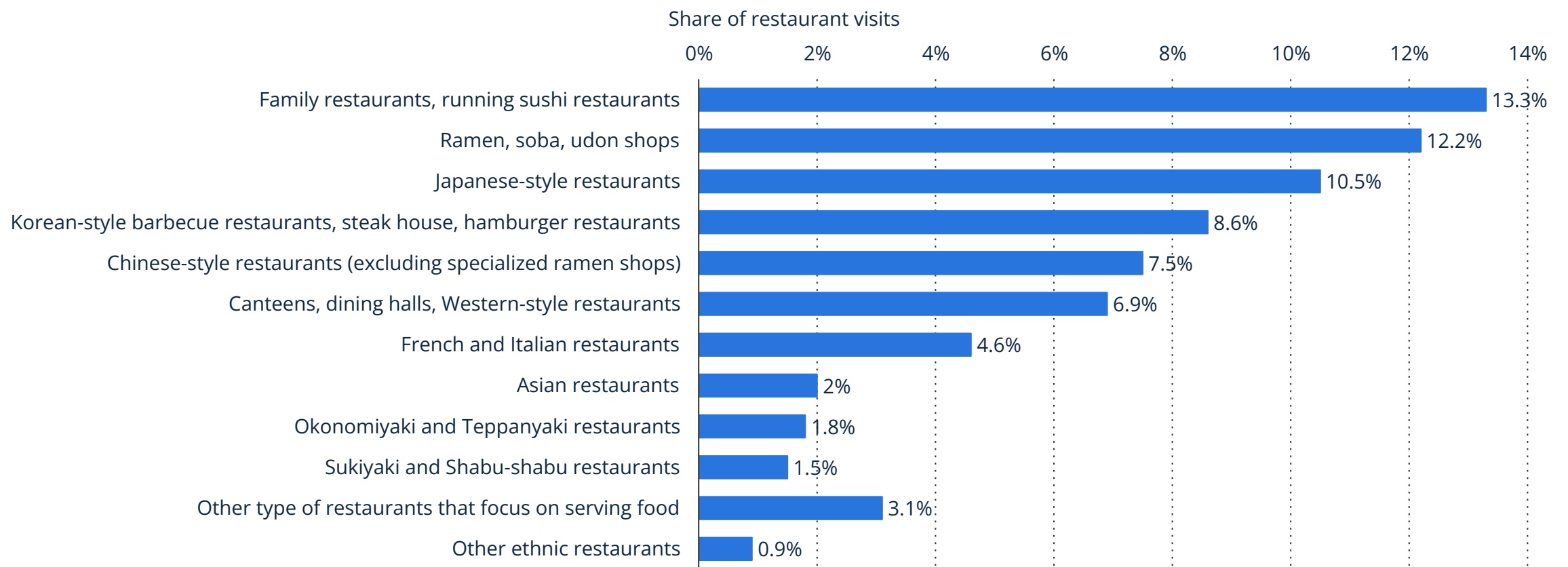
Most broadly used type of restaurant in Japan as of June 2022

Most popular restaurant types in Japan 2022



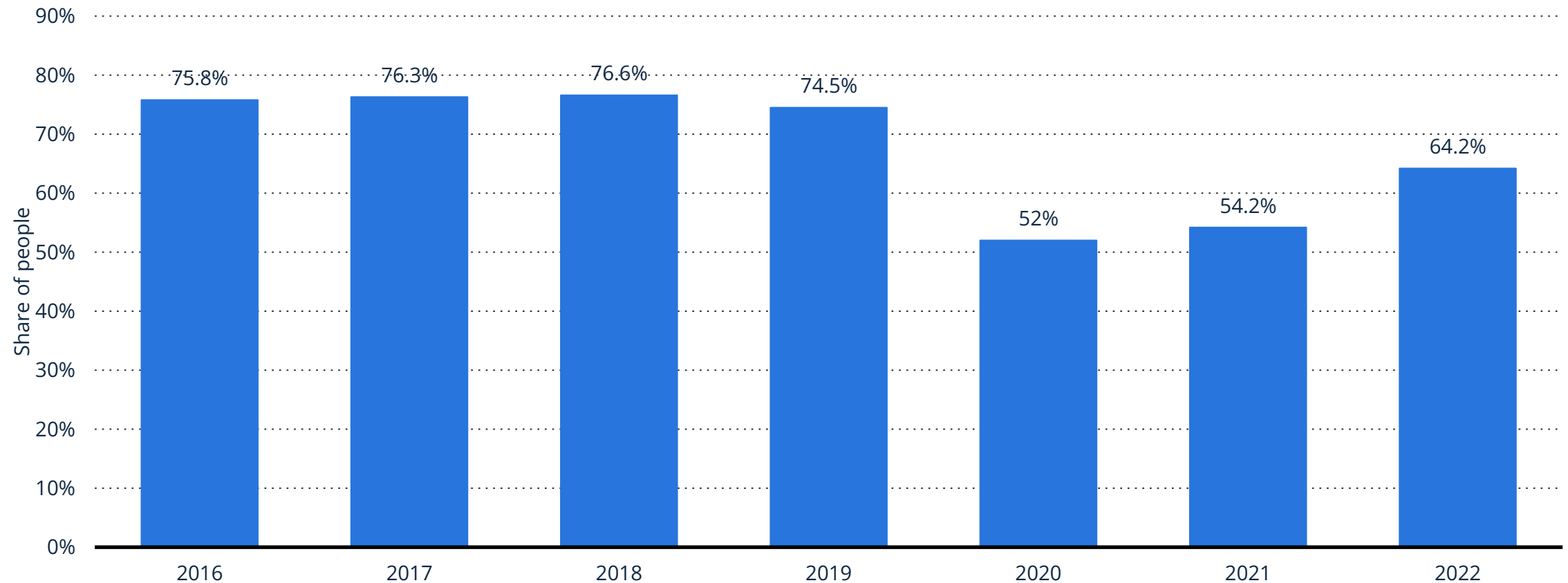
Distribution of restaurant visits for dinner in metropolitan areas in Japan in fiscal year 2022, by type of restaurant

Share of restaurant visits for dinner in metropolitan areas in Japan FY 2022, by type



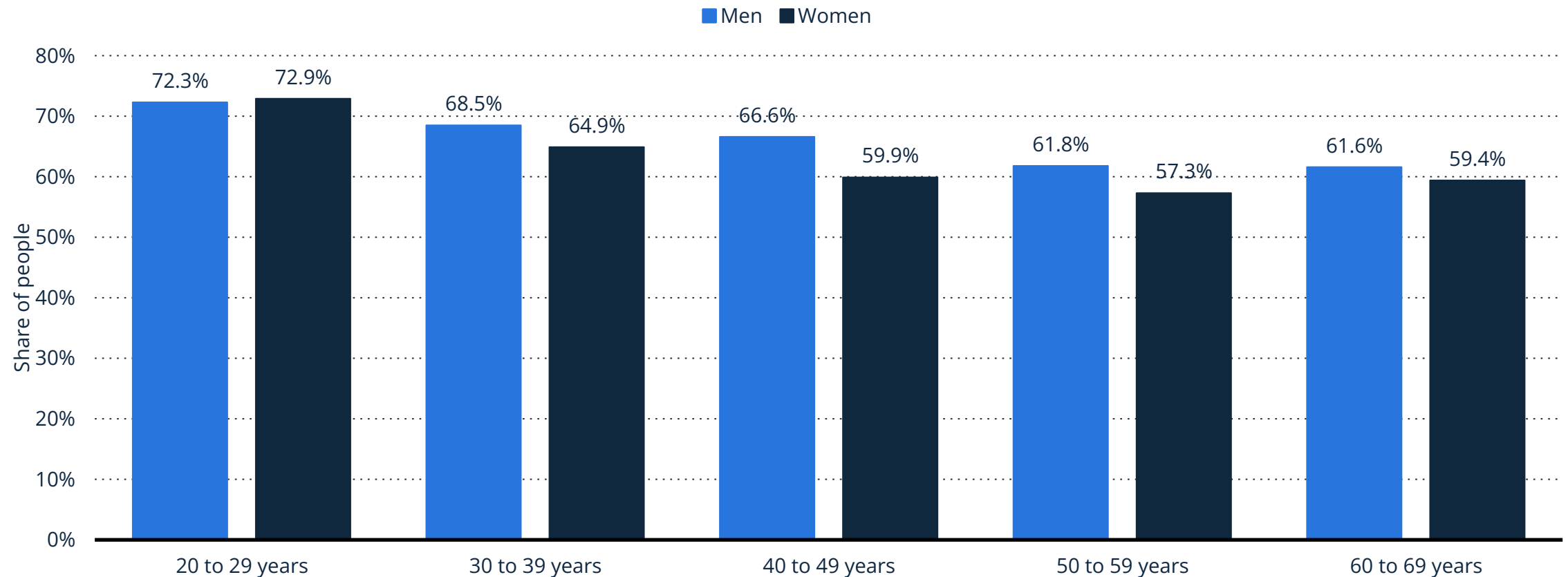
Share of people living in metropolitan areas dining out for dinner in Japan from fiscal year 2016 to 2022

Share of people from metropolitan areas eating out for dinner in Japan FY 2016-2022



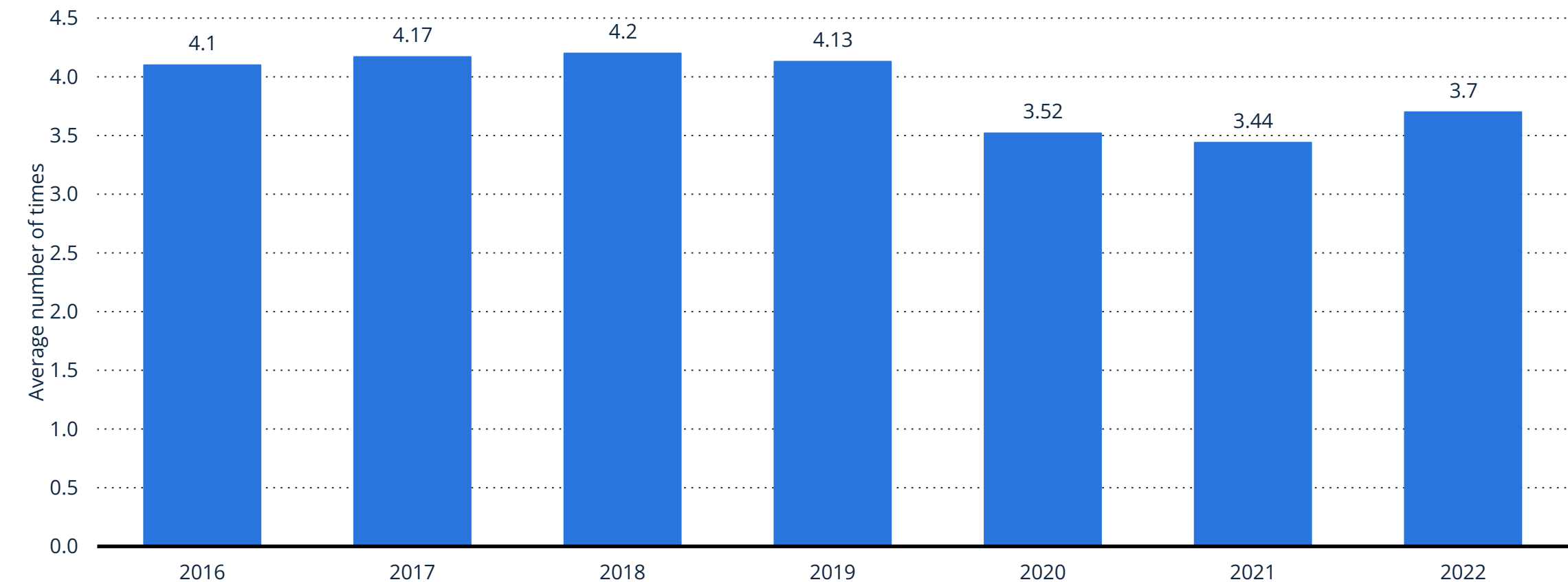
Share of people living in metropolitan areas dining out for dinner in Japan in fiscal year 2022, by age group and gender

Share of people eating out for dinner in Japan FY 2022, by age group and gender



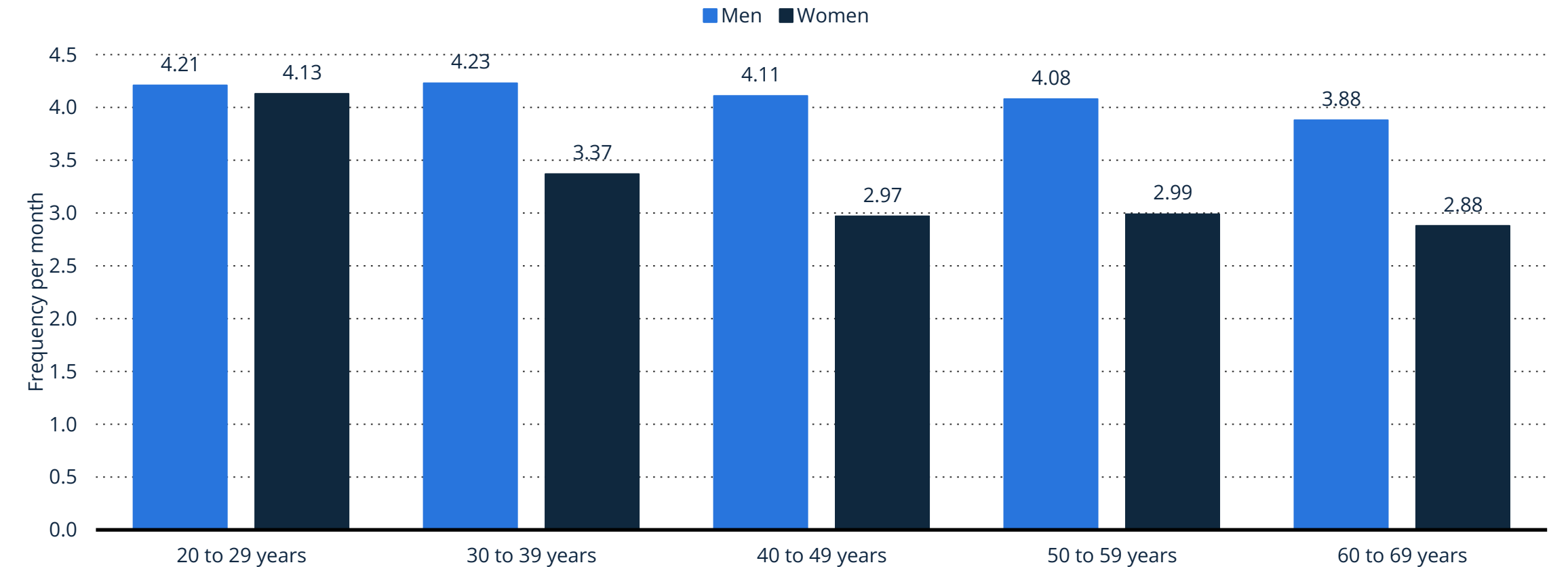
Monthly frequency of dining out for dinner among restaurant goers in metropolitan areas in Japan from fiscal year 2016 to 2022

Monthly frequency of eating out for dinner in metropolitan areas Japan FY 2016-2022



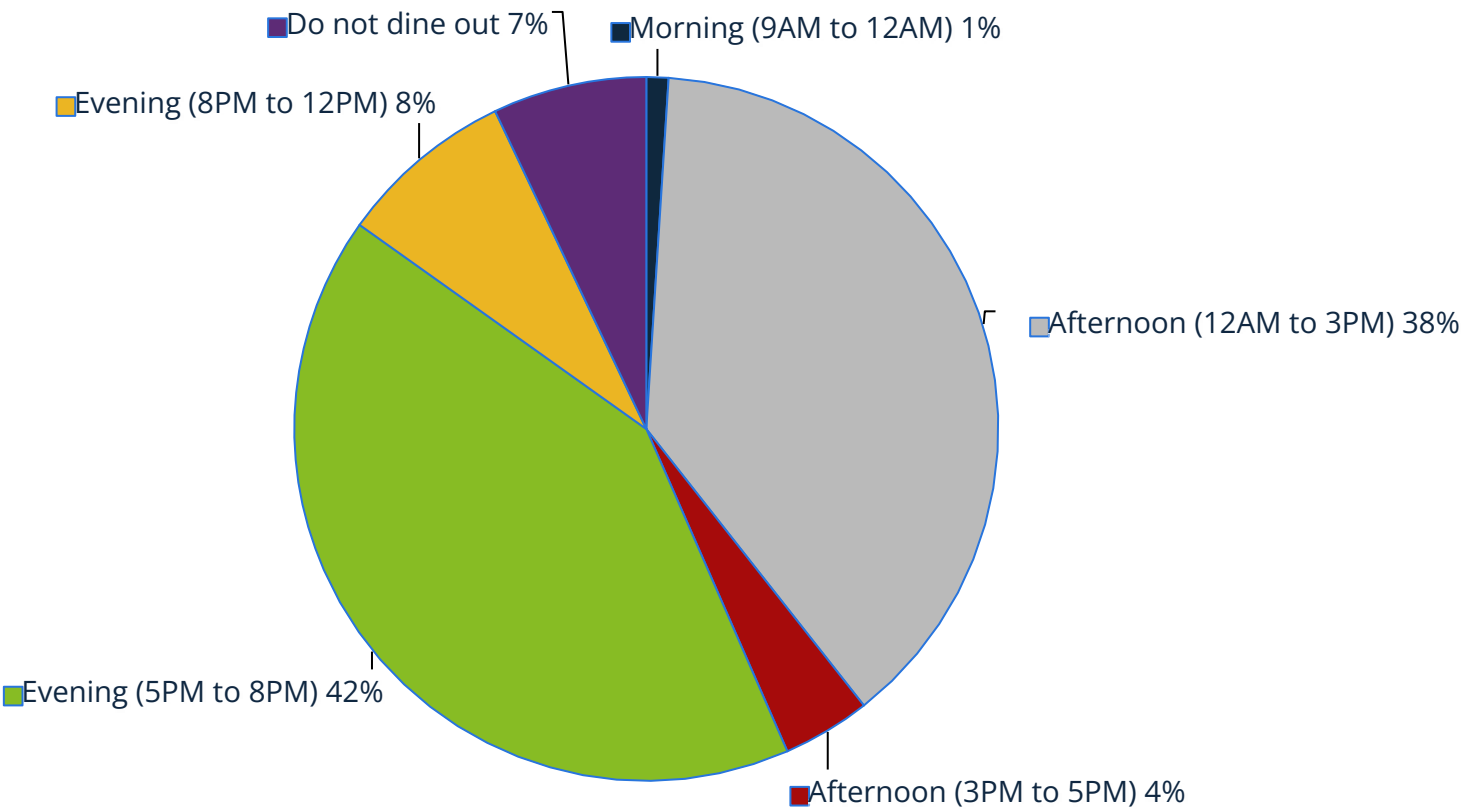
Monthly frequency of dining out for dinner in metropolitan areas in Japan in fiscal year 2022, by age group and gender

Monthly frequency of eating out for dinner in Japan FY 2022, by age group and gender



Most popular time frames to dine out at restaurants in Japan as of November 2022

Leading time slots to go eat out in Japan 2022

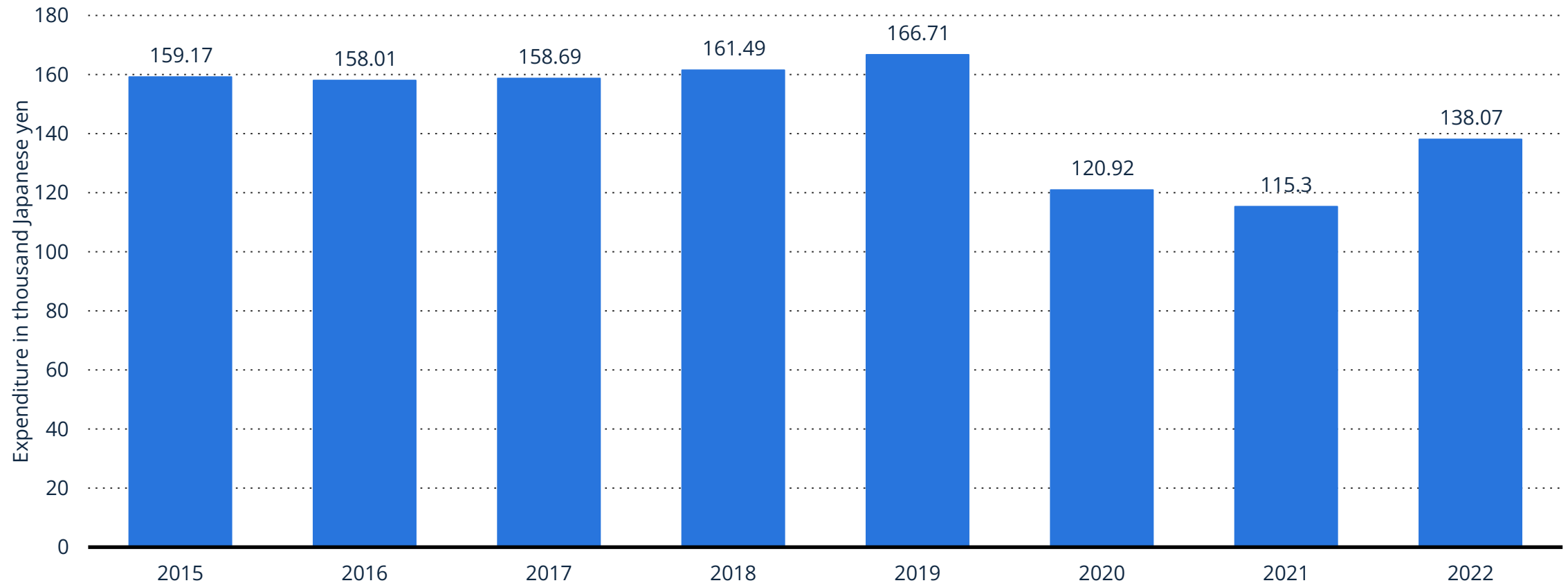


CHAPTER 03

Household expenditure on dining out

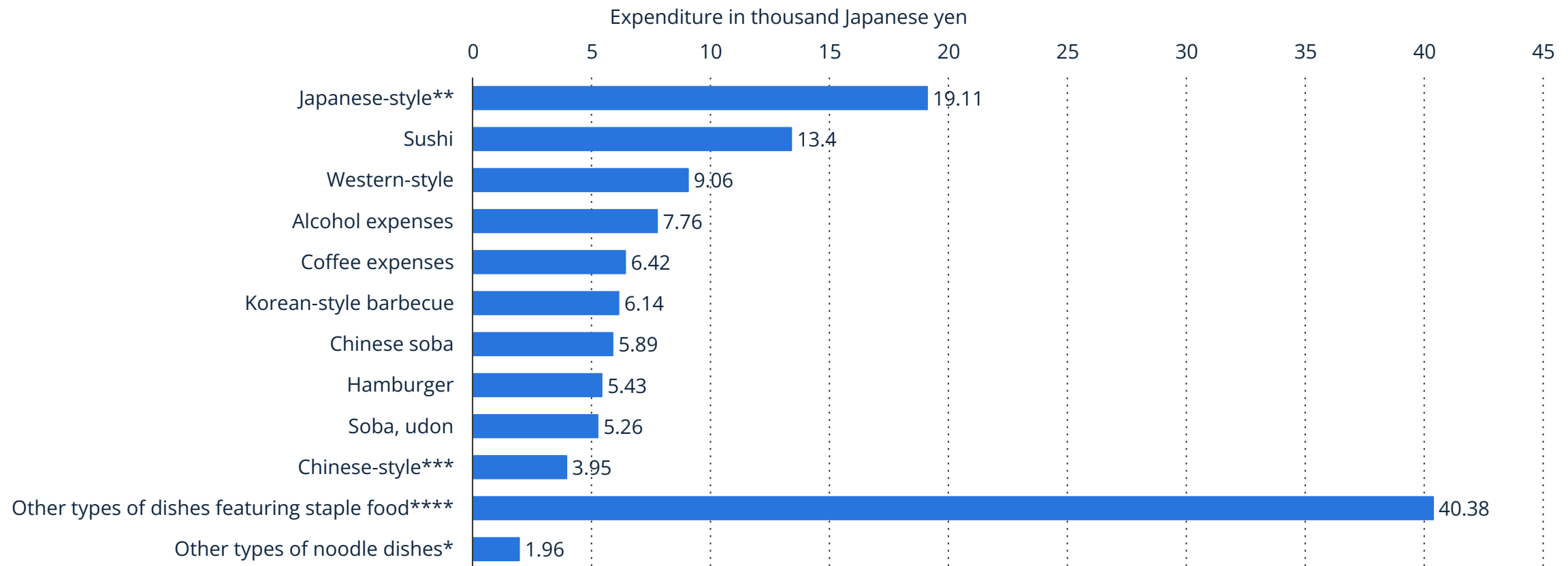
Annual expenditure on dining out in Japan from 2015 to 2022 (in 1,000 Japanese yen)

Amount spent per year on eating out in Japan 2015-2022



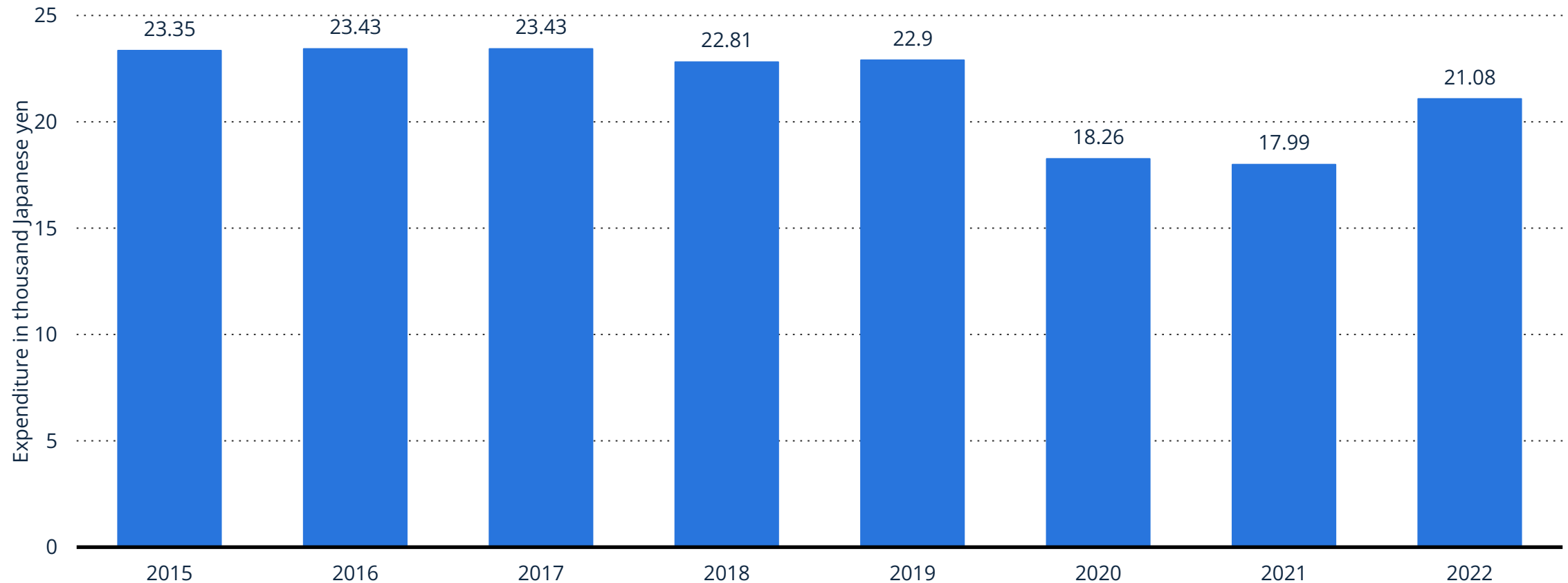
Average household expenditure for dining out in Japan between 2020 and 2022, by type of restaurant (in 1,000 Japanese yen)

Household expenses on dining out in Japan 2020-2022, by type of restaurant



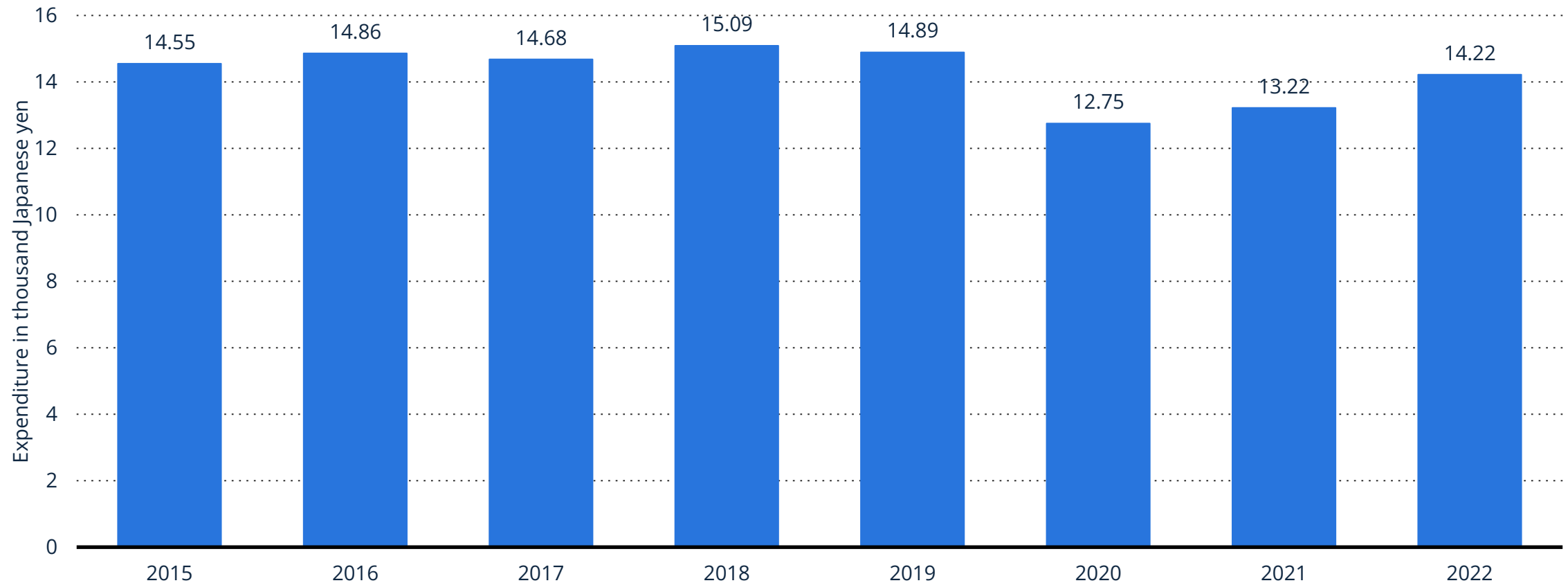
Annual expenditure on dining out at Japanese-style restaurants in Japan from 2015 to 2022 (in 1,000 Japanese yen)

Amount spent per year on eating out at Japanese-style restaurants in Japan 2015-2022



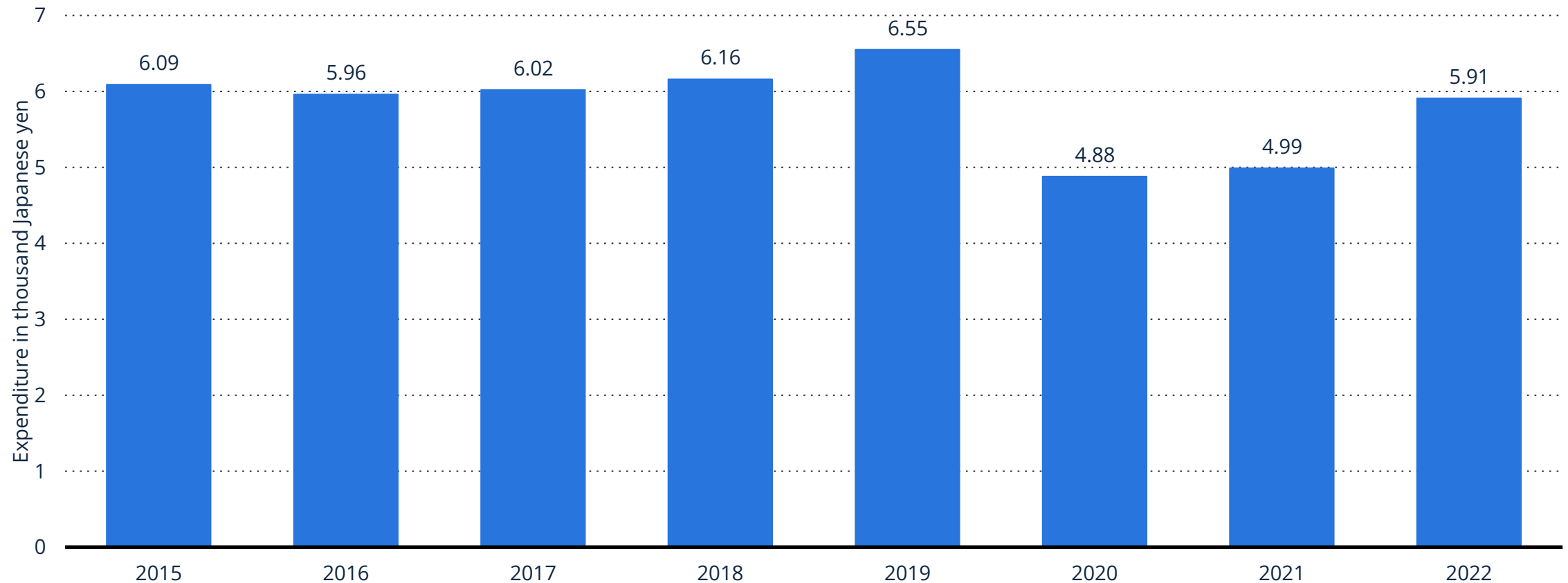
Annual expenditure on dining out at sushi restaurants in Japan from 2015 to 2022 (in 1,000 Japanese yen)

Amount spent per year on eating out at sushi shops in Japan 2015-2022



Annual expenditure on dining out at soba and udon restaurants in Japan from 2015 to 2022 (in 1,000 Japanese yen)

Amount spent per year on eating out at soba and udon shops in Japan 2015-2022



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