

What's cooking this Christmas, SEA?

In Southeast Asia — particularly in Singapore, Malaysia, and the Philippines — there's no better way to celebrate Christmas than with friends and family around the dinner table. To help brands whet SEA consumers' appetites, let's take a look at the central role of food during the holiday season.

Christmas is bigger than you think

Who celebrates Christmas in SEA?²

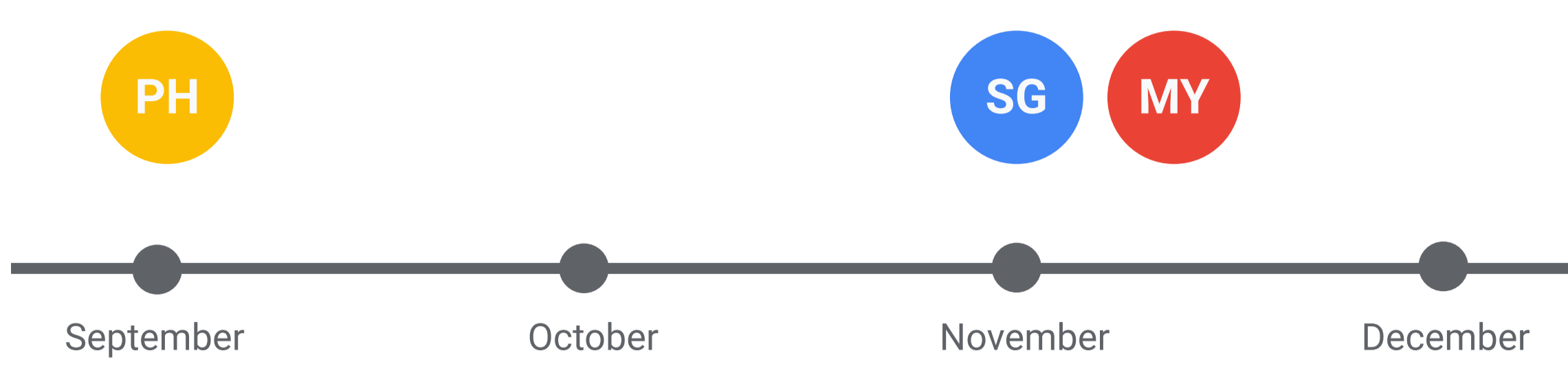
70%
(PH)

47%
(MY)

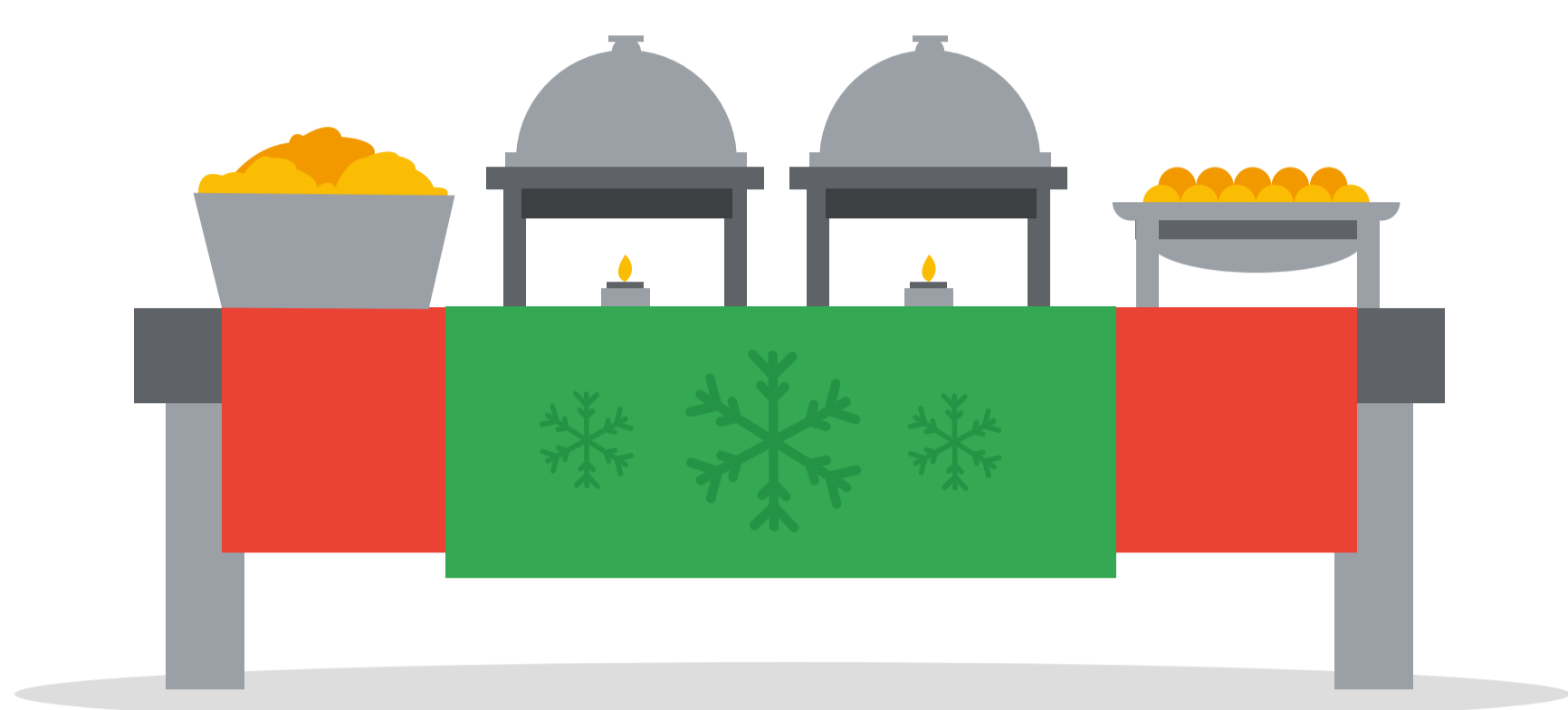
49%
(SG)



When do they start thinking about Christmas?²



With Christmas parties come food and restaurant searches



70%

On average, more than 70% of people plan to attend three to five parties throughout the season.²

In the lead-up to Christmas, "Christmas party food" searches surge.³

Opportunity for brands: Influence holiday food choices

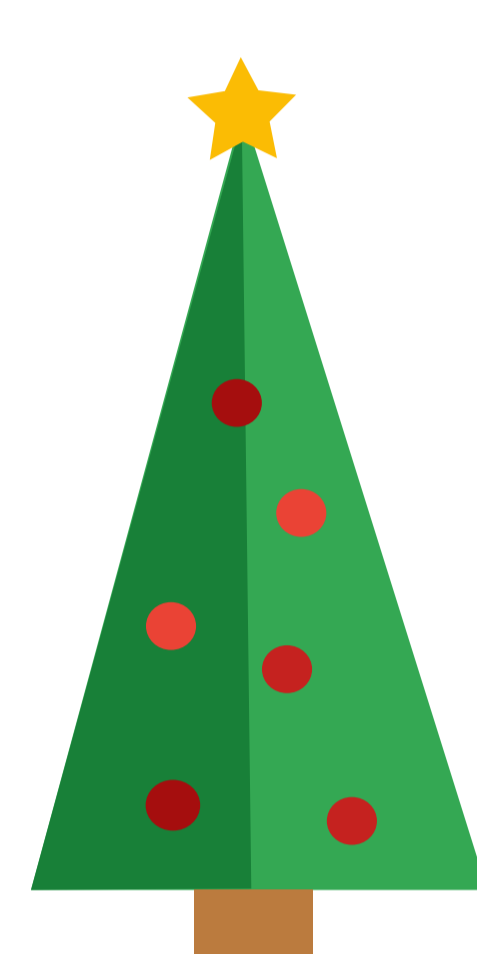
Whether they're hosting or attending a gathering, Southeast Asians have to decide if they're going to cook up a storm or order in — and what dishes to serve or contribute.

Luckily, people have an idea of what to serve at Christmas:²

51%
(PH)

32%
(MY)

39%
(SG)



And some have an idea of what to cook at Christmas:²

49%
(PH)

30%
(MY)

34%
(SG)

The Christmas menu

On average, recipe searches are 6% higher in December than November:³

Philippines

Carbonara

Leche Flan

Macaroni Salad

Graham Cake

Menudo

Spaghetti

Lechon Belly

Samgyupsal

Mango Float

Lumpiang Shanghai

Malaysia

Christmas cookies recipes

Christmas recipe

Eggnog recipe

Fruit cake recipe

Gingerbread recipe

Mashed potato recipe

Mushroom soup recipe

Resepi apam johol

Resepi ayam bakar

Roast chicken recipe

Singapore

Christmas eve dinner recipes

Christmas dinner ideas

Chicken rice chips

Grand castella cake

Bengawan solo cake

Roasted turkey recipes

Mei mei roast duck recipe

Christmas party foods

Mulled wine recipe

Christmas ham

Legend

Desserts

Soups

Drinks

Sides

Appetizers

Entres

Timing is key when it comes to influencing purchase behavior

37%

On average, 37% of people buy their groceries on the weekends before both Christmas and New Year's.²



For those not planning to cook anything, food orders happen anywhere from the weekend before a holiday gathering to the day before:

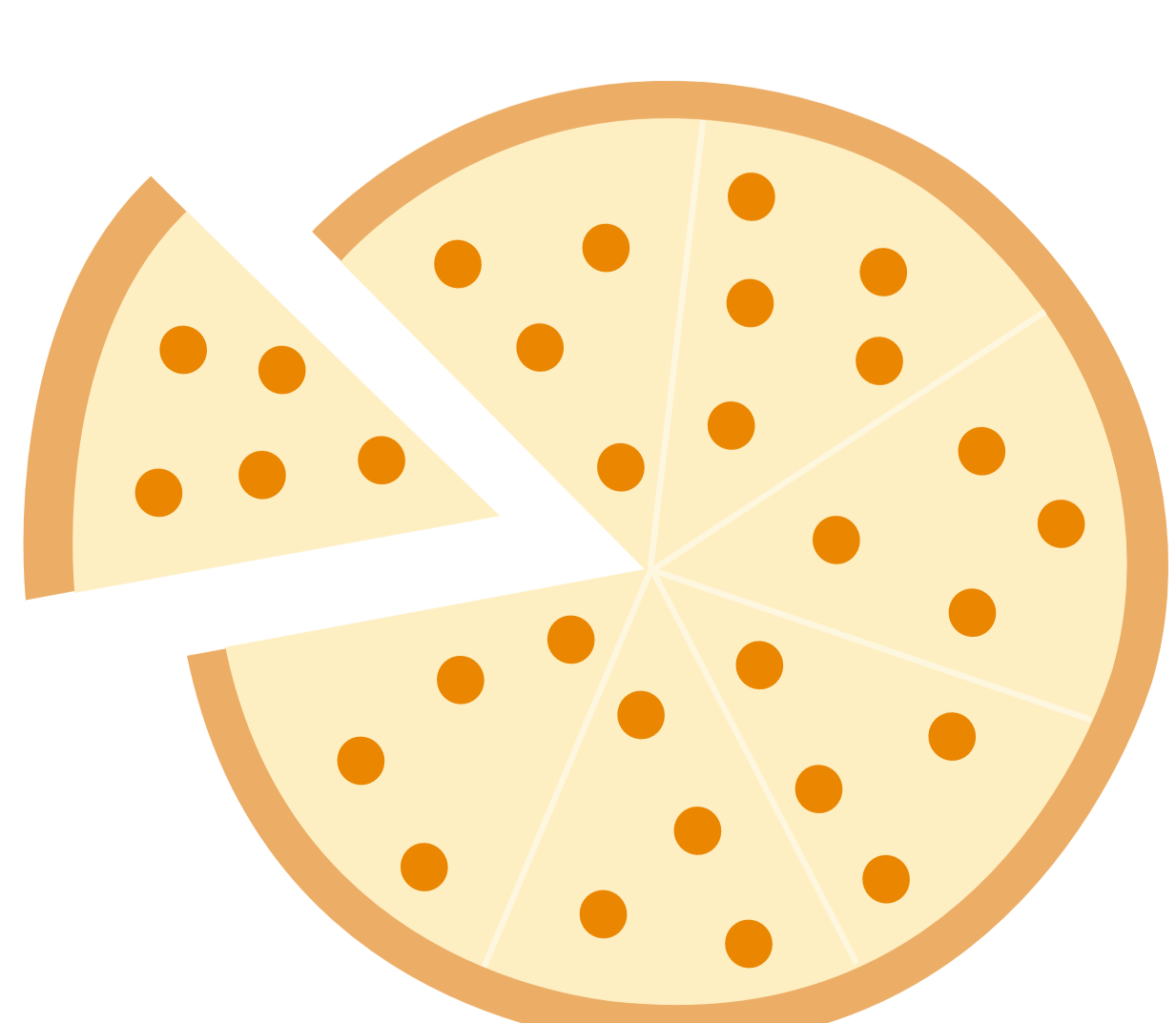
22%
(PH) order food the day before Christmas

25%
(SG) order food the weekend before Christmas

17%
(MY) order food the day before Christmas

15.6%
(MY) order the weekend before

Catch those last-minute orders



26%

On average, 26% of people plan to order more food online this year.²

Searches for shareable food peak the day before Christmas and New Year's,¹ with pizza joints coming out on top as the most-searched quick-service restaurants (QSRs).³

Sources

1 Google Internal Data, 2017.

2 Google Christmas Survey 2018.

3 Google Trends.