

## Menu Insights - China - September 2018

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“Despite being a fragmented market, stricter regulations are going to help ease food safety concerns. Amid interest in trying different ethnic cuisines, consumers are also beginning to combat over-flavoursing. Their perception of nutrition of certain ingredients, be it superfoods or meat, can very much affect their decision-making.”

– Cici Wu, Research Analyst

This report looks at the following areas:

- Nutrition presentation and acceptance
- Backlash on over-flavoursing
- Superfoods are not superb in China

Coupled with booming food delivery services, the line between foodservice and retail is blurring. Grocerants will continue to provide a more dynamic experience including convenience and freshness.

Consumers, on the one hand, are interested in trying different ethnic cuisines, while on the other hand are also devoted to combatting over-flavoursing. Their perception of nutrition of certain ingredients, be it superfoods or meat, can very much affect their decision-making. Although their desire to make their own choice of sweetness or spiciness is strong, they still crave explanation and guidance on menu selection.

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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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The facts

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## Methodology

## Abbreviations

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