

Western-style Fast Food - China - April 2019

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This report looks at the following areas:

Besides healthy drinks, consumers also show a high expectation of light meals which could have a long way to go. If businesses want to develop this part, they can consider introducing light meals on family get-togethers.

- Put efforts into developing healthy drinks
- Fusion food is a great innovation idea
- Functional children's meals and nutritious labelled light meals are welcomed



"Consumers are concerned that having high-calorie and greasy Western-style fast food very often could cause health issues. Western-style fast food businesses could start to introduce healthy drinks, such as probiotic drinks, NFC drinks and infusion teas to mitigate the problems."

– Belle Wang, Associate Analyst, Food and Drink

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Table of Contents

OVERVIEW

- What you need to know
- Covered in this Report

EXECUTIVE SUMMARY

- The market
- Strong growth of market value in 2018
Figure 1: Best- and worst-case forecast for Western-style fast food, by value, 2013-23
- Quick expansion in volume
Figure 2: Best- and worst-case forecast for Western-style fast food, by volume, 2013-23
- Store expansion to highways
- Get the help of local enterprises
- Companies and brands
- Further localisation and quick expansion helped brands gain market share
- Build more consumption occasions
- "Plant-based" is the new trend
- The consumer
- Win more consumers by understanding them
Figure 3: Brand penetration, China, December 2018
- Develop afternoon tea occasion
Figure 4: Selected consumption occasions, by brand, China, December 2018
- The ways of increasing soft drinks and desserts penetration
Figure 5: Product penetration, China, December 2018
- High expectation of healthy drinks
Figure 6: Expected upgrade, China, December 2018
- Brands' performance in restaurant satisfaction
Figure 7: Brand satisfaction, China, December 2018
- Consumers are more satisfied with external attributes
Figure 8: Service satisfaction, China, December 2018
Figure 9: Overall satisfaction with most visited Western-style fast food restaurants – Key driver output, December 2018
- What we think

ISSUES AND INSIGHTS

- Put efforts into developing healthy drinks
- The facts
- The implications
- Fusion food is a great innovation idea

What's included

Executive Summary

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- The facts
- The implications
- Functional children's meals and nutritious labelled light meals are welcomed
- The facts
- The implications

THE MARKET – WHAT YOU NEED TO KNOW

- The market will keep growing in both value and volume
- Revolution in highway service zone
- Localised operation right helps international brands expand

MARKET SIZE AND FORECAST

- Great performance in 2018 while a slowing growth in the future

Figure 10: Best- and worst-case forecast for Western-style fast food, by value, 2013–23

- A double-digit growth rate in volume

Figure 11: Best- and worst-case forecast for Western-style fast food, by volume, 2013–23

MARKET FACTORS

- Marketisation of foodservice in highway service zone
- Chinese acquirers bring advantages to international brands
- Competitors in other business formats pose threats

KEY PLAYERS – WHAT YOU NEED TO KNOW

- KFC had an increasing market share
- McDonald's and Dicos lose market share
- Burger King and Wallace had a good performance

MARKET SHARE

- KFC dominates and even grows faster than the others

Figure 12: Leading players in the Western-style fast food market, by percentage of market value, China, 2017–18

- McDonald's and Burger King compete with each other
- Dicos had an unsteady year
- Wallace has gained more market share

COMPETITIVE STRATEGIES

- Enlarge the proportion of consumers aged 20–29
- Use membership system to reach more consumers
- Upgrade and enrich consumers' experience

Figure 13: Dicos in-store environment, China, 2019

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Figure 14: KFC dessert shop, China, 2019

WHO'S INNOVATING?

- **Plant-based burger brings a healthier image**
Figure 15: The heme process, by Impossible Foods, US
- **Mini-burgers give more choices at once**
Figure 16: Mini-burger, by Bite Me, UK
- **Use Chinese herbs with the claim of beauty and health benefits**
Figure 17: Soft drink and porridge with Goji, by Dicos, China

THE CONSUMER – WHAT YOU NEED TO KNOW

- **More 30-49s visit on lunch occasion**
- **Consumers are highly interested in healthy drinks**
- **Innovate in healthier desserts**

BRAND PENETRATION

- **Brands have attracted different age groups**
Figure 18: Consumer age structure, by brand, China, December 2018
- **Brands' popularity in different regions**
Figure 19: Consumers of each brand, by region, China, December 2018
- **McDonald's has more consumers in tier three cities**
Figure 20: Outlets and consumers of McDonald's, by city, China, December 2018

CONSUMPTION OCCASION

- **More 30-49s choose Western-style fast food for lunch**
Figure 21: Consumption occasions, by generation, China, December 2018
Figure 22: Visitation rate on lunch occasion, by brand, China, December 2018
- **Subway and Wallace could enhance afternoon tea occasion**
Figure 23: Selected consumption occasions, by brands, China, December 2018
- **Competition on breakfast occasion from other foodservice businesses**
Figure 24: Consumption occasions, China, December 2018
Figure 25: Breakfast occasions, by brand, China, December 2018

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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PRODUCT PENETRATION

- **Potential of adding fresh juice and infusion tea on menu**

Figure 26: Product penetration, China, December 2018

- **Develop healthy and fun light meals for families with children**
- **Innovate in desserts with healthy features**

EXPECTED UPGRADE

- **It's time to do healthy drinks**

Figure 27: Expected upgrade, China, December 2018

- **25-29s show a great interest in fusion food**
- **Consumers have different expectations regarding brands**

Figure 28: Selected expected upgrade, by brand, China, December 2018

SERVICE SATISFACTION

- **Convenience and cleanliness impress consumers the most**

Figure 29: Service satisfaction, China, December 2018

RESTAURANT SATISFACTION

- **KFC story**

Figure 30: Brand satisfaction, China, December 2018

Figure 31: Key drivers of overall satisfaction with KFC, December 2018

- **McDonald's story**

Figure 32: Key drivers of overall satisfaction with McDonald's, December 2018

- **Burger King story**

Figure 33: Key drivers of overall satisfaction with Burger King, December 2018

- **Wallace story**

Figure 34: Key drivers of overall satisfaction with Wallace, December 2018

- **Dicos story**

Figure 35: Key drivers of overall satisfaction with Dicos, December 2018

MEET THE MINTROPOLITANS

- **Mintropolitans prefer light meals and coffee**

Figure 36: Difference of product penetration between Mintropolitans and non-Mintropolitans (as benchmark), China, December 2018

- **Health and nutrition are top expectations among MinTs**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 37: Expected upgrade, by consumer classification, China, December 2018

APPENDIX – MARKET SIZE AND FORECAST

Figure 38: Total market value of Western-style fast food, China, 2013–23
Figure 39: Total market volume of Western-style fast food, China, 2013–23

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- Methodology
- Fan chart forecast
- Abbreviations

What's included

Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
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