

Attitudes Towards and Usage of Full-Service Restaurants - China - November 2012

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“Slowing growth in China’s full-service restaurant industry overall and rising costs are putting greater pressure on restaurants to differentiate themselves. Meanwhile, although increasing consumer spending power on the Mainland implies growth opportunities, it also means greater customer discernment in terms of taste, quality, and hygiene standards of restaurants throughout the country.”

– David Huang, Senior Research Manager – China

In this report we answer the key questions:

- How fast has the market grown, and where is the growth heading now?
- What are the cuisine preferences of diners in the cities of China’s fast-growing interior?
- What opportunities for growth remain in the mature markets of China’s first-tier cities – Beijing, Shanghai and Guangzhou?
- What are the key preferences for cuisine and the restaurant-going experience of China’s new and still growing middle class?
- How are hygiene and food safety concerns driving diners’ expectations for dining out?
- What are consumers’ expectations for full-service restaurants as people develop a growing awareness of health issues associated with modern society?

The scope of the report includes:

Full-service restaurants: establishments with a sitting area of at least 90 m² with at least five full-time staff on the payroll. Waiting staff seat, take meal orders from and serve customers at tables. Seating is indoors, but there may be some arrangement for outdoor seating; however, seating is not exclusively outdoors (as in street-side operations).

Mintel’s analysis shows typical average annual income per full-service restaurant outlet in 2011 was about 12 million RMB, the amount this report uses as a baseline size for viable operations.

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