

Full Service Restaurants - China - December 2013

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The full service restaurant market in China has seen a decline in the rate of growth in recent years, impacted by the slackened economic growth. However, the ever-increasing consumer spending power still implies growth opportunities for restaurants which are able to cater to the needs of particular consumer groups.”
– Laurel Gu – Senior Research Analyst

This report looks at the following areas:

- What is the current state of the full service restaurant market in China and what are the trends, drivers of and barriers to growth?
- Who are the key companies in the industry and what are their strengths and areas of opportunities?
- What are consumers' behaviour and attitudes towards going to full service restaurants?
- What are the most effective communication mechanisms and the most attractive service types to appeal to consumers?
- How can restaurant companies appeal to a broader audience by catering to the needs of different consumer segments based on their psychographics?
- How can high-end full service restaurants appeal to the majority of the public?

China's full service restaurant market has enjoyed continuous growth in the past few years. The key drivers are identified as sustained economic growth, continuous urbanisation process, rising levels of personal and household income and the increased leisure time to be spent on family/friends gathering. These factors are expected to continue to act as key drivers to fuel the future growth of the industry.

However, the slowdown in China's economic growth in recent years is expected to have an impact on areas of the market such as business catering in particular, whilst other factors such as the rising costs of commodities, rents and wages also represent challenges to the overall market.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market