

Consumers' Eating Out Habits - China - February 2015

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“Menu diversity should be the core agenda for foodservice operators who are determined to stand out from the crowd in the Chinese market, and it is imperative that they attract either the adventurous foodies or family diners.”

- Esther Lau, Research Analyst

This report looks at the following areas:

- What are the key trends and innovations in the Chinese foodservice industry?
- What are the common traits of evolving eating out habits?
- How can foodservice operators customise different daily meals to attract a variety of diner?
- How can foodservice operators create seamless experiences through multichannel marketing to shape the eating out culture?

Dining out is an essential lifestyle-driven activity nowadays to feed the upscale taste of Chinese consumers, which means the consideration of balancing healthful and flavourful should be placed at the centre of foodservice operators' agenda. Mintel's research makes it increasingly clear that claims of nutritional benefits, locally sourced, seasonal and imported ingredients are all the ways which are contributing to profoundly transform the eating out preference and habits in modern China.

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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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