

Menu Insights - China - October 2015

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“Standing out from the crowd is a phenomenon embraced especially by young consumers who are able to project their identity through avenues such as what they buy and eat.”

— Joshua Channon, China Analyst

This report looks at the following areas:

- Are coffee shops and dessert shops a threat to casual dining and fast food restaurants?
- Are people becoming more open to cuisines from other regions of China?
- What ingredients are perceived as being nutritious but boring?
- What influences peoples' perceptions of what constitutes a premium product?
- What causes food safety concerns, and therefore where do opportunities for imports lie?
- Is it more important for menus to guide consumer choice or build their confidence in the food's safety and quality?

The two overriding themes evident throughout this report are the continuing development of China and consumers' reaction to the food scandals of recent years. It is worth noting that these two themes are also inextricably linked.

Despite the remarkable progress China has made which has landed it at the centre of the world's stage as the economic success story of recent times, it is important to remember that China is still a developing country and that its markets will continue to grow with time.

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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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Issues and Insights

Coffee shops and dessert shops are posing a threat to casual dining and fast food restaurants

The facts

The implications

Coffee shops and dessert shops are not posing a threat to casual dining and fast food restaurants

The facts

The implications

People are becoming more open to cuisines from other regions of China and are increasingly interested in customization, liberated by the freedom of choice

The facts

The implications

Consumers are requiring menus to play a more varied role. In addition to the price, other information such as the nutritional benefits are desired

The facts

The implications

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Gucci dining

兔当家 (Rabbit Affairs) niche menu

Blue Frog

KFC's Dragon Twister

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Mintropolitans

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Mintropolitans

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