

Full Service Restaurants - China - January 2016

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"A one-size-fits-all approach is no longer compatible with the Chinese foodservice industry. Consumer preferences for a broad spectrum of cuisines, exotic flavours and a mix of experiential consumption have created a new dynamic for the foodservice market."

Esther Lau, Research Analyst

This report looks at the following areas:

- Casual and fine dining restaurants can improve on socialising ambiance and trendy positioning
- Demands for healthy dishes versus more adventurous and fusion options
- Calorie content and balanced nutrition vs seasonal and organic innovations
- Special themed offers and pop-up events to bring surprise to re-energise foodservice industry

Eating out is one of the top leisure activities in modern China. Consumers are enthusiastic in discovering a wide range of international cuisines, innovative dining methods and add-on services to enhance the overall experience and which fuel up growth in the foodservice market.

Restaurant brands have gained new revenue streams through diversification but are struggling for prominence amid the flow of smaller-scale restaurants. Previously, high quality food emphasising health and well-being has been heavily promoted as a reaction to diverse food safety and environmental concerns. But Chinese diners are likely to place flavour as a priority when deciding where to eat out at full service restaurants. Seasonal innovations as well as fusion dishes that reflect Chinese regional specialities will gain more traction.

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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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The Market - What You Need to Know

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- Premium bakery chains and coffee shops steal white-collar diners?
- The development of digital platforms

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- Casual dining restaurants are focusing on tailored offers
- Pop-up and tasting events reflect the growing sphere of cultural influence
- Farm-to-table trend continues

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- Pizza Hut
- Waipojia
- Wagas

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Target Groups

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