

Casual Dining - China - January 2017

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“Although the casual dining market is enjoying healthy growth, the market remains fragmented – and is expected to be even more so as more new brands are created featuring unique themes. To differentiate from others, brands should define a focus that is relevant and be able to provide unique experience to its target consumers.”

Summer Chen, Research Analyst

This report looks at the following areas:

- **Defining a focus**
- **Setting your brand apart: creative menu innovation and unique in-store experience**
- **A winning communication strategy**

By 2016, the total revenue of casual dining restaurants reached RMB 624 billion, with a CAGR of 12.0% since 2011. Mintel forecasts that the casual dining market will see a CAGR of 8.6% in value sales between 2016 and 2021, and will reach a total of RMB 944.4 billion by the end of 2021.

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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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Table of Contents

Overview

What you need to know

Covered in this Report

Definitions

Figure 1: Definition of low/mid/high MHI groups, by city tier

Executive Summary

The market

Robust growth in the past five years

Figure 2: Best- and worst-case forecast for sales value of casual dining market, China, 2011-21

Increasing experiential spending and favourable government policies driving future growth

Booming food delivery service brings opportunity as well as challenge

Key players

A fragmented casual dining market

Figure 3: Casual dining market volume (number of outlets), by key brands, China, 2016

Brands establishing secondary lines and employs fun dish names

The consumer

Families dine out less often than friends gathering and lovers dating

Figure 4: Visiting purposes of casual dining restaurants, November 2016

Specialty and Sichuan/Hunan cuisines most popular

Figure 5: Penetration of casual dining restaurants, November 2016

Food taste exceptionally important, followed by in-store ambience

Figure 6: Key points of attraction, November 2016

Fresh and fit meals trending

Figure 7: Meals/dishes ordered in casual dining restaurants, November 2016

Traditional commercials losing significance to new media marketing

Figure 8: Reasons for visiting a new restaurant

What we think

Issues and Insights

Defining a focus

The facts

The implications

Setting your brand apart: creative menu innovation and unique in-store experience

The facts

The implications

A winning communication strategy

The facts

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The implications

The Market – What You Need to Know

A historical value CAGR of 12.0% from 2011 to 2016

Increasing consumer spending and favourable government policies driving future growth

Market Size and Forecast

A fast growing market

Figure 9: Sales value and growth of casual dining market, china, 2011-16

Growth momentum expected to continue

Figure 10: Best- and worst-case forecast for sales value of casual dining market, China, 2011-21

Market Factors

Increasing spending on eating out as a way of indulgence

Figure 11: Revenue from food service, China, 2011-16

Favourable government policies

Booming food delivery service posing opportunity as well as challenge

Increasing competition from fast food restaurants and coffee houses

Key Players – What You Need to Know

A fragmented casual dining market

Brands establishing secondary lines and employing fun dish names

Innovation highlights:

Leading Players

Fragmented market

Figure 12: Casual dining market volume (number of outlets), by key brands, China, 2016

Western-style casual dining: Pizza Hut, Babela's kitchen and Houcaller

Pizza Hut

Babela's kitchen

Houcaller

Hotpot: Hai Di Lao

Shanghai/Zhejiang-style casual dining: Wai Po Jia

Figure 13: Number of outlets, by region, Wai Po Jia, 2016

Emerging brands: Coucou (湊湊) and Pizza Marzano

Coucou (湊湊)

Pizza Marzano

Figure 14: Number of outlets, Pizza Marzano, 2016

New entrants: Fine dining brands entering casual dining sector

Competitive Strategies

Multi-brand operation

Creative dish names

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Who's Innovating?

Pizza Hut's Star Plaza experiential store: various events hosting

Yi Long Xiao Que Xing: fun dish appearance and name

Figure 15: Polo turtle bun, Yi Long Xiao Que Xing, Shanghai

Play King: 3D holographic projection creating unique atmosphere

Nagi Ramen: weekly mysterious dish

Figure 16: Weekly mysterious ramen, Nagi Ramen, Shanghai

Quaker Oats: engaging consumers in menu innovation

Sasayama ramen: VR dates

The Consumer – What You Need to Know

Specialty and Sichuan/Hunan cuisines most preferred

Food taste exceptionally important, followed by in-store ambience

Fresh and fit meals trending

Traditional commercials losing significance amid new media marketing

Casual Dining of Regional Cuisines

Specialty restaurants most popular

Figure 17: Penetration of casual dining restaurants, November 2016

Spicy food highly preferred

Higher preference of non-Chinese restaurants among women aged 25-29

Figure 18: Penetration of casual dining restaurants, by demographics, November 2016

Families dine out less often than friends gathering and lovers dating

Figure 19: Visiting purposes of casual dining restaurants, November 2016

Visiting Occasion

Exotic restaurants more popular for dinner than lunch

Figure 20: Visiting occasions of casual dining restaurants, November 2016

Figure 21: Visiting occasions of casual dining restaurants, lunch and dinner, November 2016

Western casual dining strongly associated with afternoon tea occasion

Figure 22: Visiting occasions of casual dining restaurants, afternoon tea and Western restaurants, November 2016

Opportunity for weekend breakfast/brunch and working day midnight meals

Most Frequently Visited Casual Dining Restaurant

Pizza Hut leads in a fragmented market

Figure 23: Most frequently visited casual dining restaurants, November 2016

Figure 24: Most frequently visited casual dining restaurants, word cloud, November 2016

Regional influence

Figure 25: Most frequently visited casual dining restaurants, by city, November 2016

Fast food restaurants and Coffee houses also on the list

Key Points of Attraction

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Meals/dishes tasting good most valued

Figure 26: Key points of attraction, November 2016

In-store ambience followed

Figure 27: Key points of attraction, good in-store ambience, by city, November 2016

Meals/dishes: wide choices and innovations

Beverages and desserts welcomed by young women aged 20-24

Figure 28: Key points of attraction, a wide variety of beverages/desserts, by gender and age, November 2016

Meals/Dishes Ordered

Fresh ingredients trending

Figure 29: Meals/dishes ordered in casual dining restaurants, November 2016

Fit meals appealing especially to older males

Figure 30: Meals/dishes haven't ordered in casual dining restaurants but interested in trying out, by demographics, November 2016

Young women aged 25-29 are more exploratory

Figure 31: Meals/dishes have ordered and liked in casual dining restaurants, by demographics, November 2016

New Restaurant Exploring

Recommendations from relations are the most trustworthy

Figure 32: Reasons for visiting a new restaurant, November 2016

Traditional commercials losing significance to new media marketing

Other influential factors

Capturing impulse visitors

Figure 33: A Date with the Moment You Crave for, Shanghai, 2017

Driving the promotion work

New media embraced by high earners, while youngest favour recommendations from their networks

Figure 34: Selected reasons for visiting a new restaurant, by income level, November 2016

Meet the Mintropolitans

Engaging in new media when deciding on new restaurants

Figure 35: New restaurant exploring, by consumer classification, November 2016

Higher level of sophistication in evaluating a restaurant

Figure 36: Key points of attraction, by consumer classification, November 2016

Appendix – Market Size and Forecast

Figure 37: Value sales of casual dining market, China, 2011-21

Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

Abbreviations

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