

Fast Food - China - October 2017

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“As food delivery has changed what convenience means, fast food brands need to establish other competitiveness than speedy services or convenient locations. Premiumisation is now the key word in the industry, whether in terms of food offerings, store designs or ordering and payment process. In particular, high quality ingredients are what consumers desire most.”

– **Summer Chen, Research Analyst**

This report looks at the following areas:

- **How to stay trendy?**
- **Explore the late night snacking occasion**
- **Localising with fusion rather than Chinese dishes**

The Report looks at consumers' usage habits of fast food and their attitudes towards fast food brands and their services. The definition of 'fast food' includes Chinese fast food, Western fast food and fast food from street stalls. Fast food restaurants offer minimum or no table service. Customers order food and pay at the counter before they get the food. The food is usually quickly prepared.

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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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