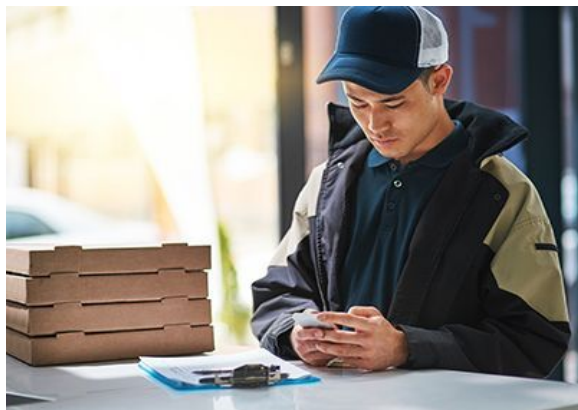


## Food Delivery Services - China - August 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“China’s food delivery market has enjoyed explosive growth in recent years due to consumers’ increasing value on convenience. However, there is still great potential as consumers start to see food delivery as a treat rather than a tool to meet the basic need of satisfying hunger.”  
– **Summer Chen, Senior Research Analyst**

This report looks at the following areas:

- How can restaurant brands succeed in the food delivery market?
- Consumer education needed for occasion expansion
- Is there a place for brand-owned platforms in the future?

Food delivery has now become an indispensable part of life due to its convenience. However, the market is far from mature and there is good potential for occasion expansion such as non-working meals and niche locales (parks for example). Regarding usage habits of food delivery platforms, Mintel’s research finds that consumers, especially young consumers, tend to switch among different platforms due to low loyalty, although niche/focused and brand-owned platforms are much less popular than leading ones.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Food Delivery Services - China - August 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know

Covered in this report

Inclusions

Exclusions

Definitions

Figure 1: Definition of heavy/light/non-users of coffee houses

Figure 2: Definition of low/mid/high MHI groups, by city tier

### Executive Summary

The market

Figure 3: Value sales of food delivery market, China, 2015-2018

Companies and brands

The consumer

Consumer segmentation

Figure 4: Consumer segmentation based on their attitudes towards food delivery, May 2018

Ordering food delivery has become a common practice

Figure 5: Frequency of ordering food delivery, May 2018

Convenience rather than promotions driving usage

Figure 6: Reasons for ordering food delivery, May 2018

Niche/focused and brand-owned platforms have limited appeal

Figure 7: Usage of food delivery platforms, May 2018

Low platform loyalty

Figure 8: Usage of food delivery platforms, repertoire analysis, May 2018

Promotions and faster delivery driving flow to non-leading platforms

Figure 9: Reasons for ordering from non-leading platforms, May 2018

Niche locales to explore

Figure 10: New locales of food delivery services, May 2018

What we think

### Issues and Insights

How can restaurant brands succeed in the food delivery market?

The facts

The implications

Figure 11: Examples of restaurant communications highlighting freshness, China

Figure 12: Example of pleasing packaging for food delivery

Consumer education needed for occasion expansion

The facts

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Food Delivery Services - China - August 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## The implications

Figure 13: Ele.me's FIFA World Cup campaign

Is there a place for brand-owned platforms in the future?

The facts

The implications

## The Market – What You Need to Know

An explosive market

Rising singletons and less experienced young cooks driving future growth

## Market Size

Explosive growth in the last couple of years

Figure 14: Value sales of food delivery market, China, 2015-2018

Figure 15: User base of food delivery market, China, 2015-2018

Figure 16: Per capita spending on food delivery services, 2015-18

Figure 17: Share of food delivery in total foodservice market, 2015-2018

Looking ahead to the next five years

## Market Factors

Rising singleton

Young people less experienced at cooking

Foodservice tapping into the snacking occasion

Regulation on food safety rising industry standard

Chilled ready meals at conveniences stores pose a threat

Figure 18: Seating area, 7-11, Shanghai

## Key Players – What You Need to Know

A duopoly of platforms

Platforms are focusing on quality restaurants and faster delivery

Restaurants are offering specially-designed dishes for delivery only

Main dish salads are emerging to be popular

## Market Share

A duopoly market

Figure 19: Market share of food delivery market, China, by transaction value, 2016-17

## Competitive Strategies

Platforms

More quality restaurants

Better customer service ensuring consumer satisfaction

Restaurant Brands

Traditional brands developing specially-designed set menus for online delivery services

Figure 20: Example of specially-designed set menus for online delivery services

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Food Delivery Services - China - August 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 21: Example of smaller portion dishes for online delivery services

Start-up brands focusing on online delivery to reduce costs

Figure 22: Dish packaging, Sweetie Salad, 2017

Main dish salads grow in popularity

## The Consumer – What You Need to Know

Four consumer segments

Enthusiasts and Contradictors are heavy food delivery users

Convenience is the top reason for ordering food delivery

Low loyalty to food delivery platforms

Greater promotions and faster delivery contribute most to driving flows to non-leading platforms

There is consumer demand for food delivery at niche locales

## Consumer Segmentation

Four types of consumers

Figure 23: Consumer segmentation based on their attitudes towards food delivery, May 2018

Who are they?

Figure 24: Attitudes towards food delivery services, % of strongly agree, by consumer segmentation, May 2018

## Frequency of Ordering Food Delivery

Ordering food delivery has become a common practice

Figure 25: Frequency of ordering food delivery, May 2018

Enthusiasts and Contradictors are heavy orderers

Figure 26: Proportion of heavy food delivery users, by selected demographics, May 2018

High earners are also fans of food delivery services

Figure 27: Proportion of heavy food delivery users, by selected demographics, May 2018

Consumers from lower-tier cities rely more on food delivery

Figure 28: Proportion of food delivery non-users, by selected demographics, May 2018

## Reasons for Ordering Food Delivery

Convenience rather than promotion is the top reason

Figure 29: Reasons for ordering food delivery, May 2018

Enthusiasts also see food delivery as a change of palate

Figure 30: Reasons for ordering food delivery, by selected demographics, May 2018

Consumers from higher tier cities order more for taste reasons

Figure 31: Selected reasons for ordering food delivery, by selected demographics, May 2018

## Usage of Food Delivery Platforms

Leading brands dominate the market, especially among young consumers

Figure 32: Usage of food delivery platforms, May 2018

Figure 33: Usage of leading food delivery platforms, by selected demographics, May 2018

Brand-owned platforms have their own appeal

Figure 34: Usage of brand-owned food delivery platforms, by selected demographics, May 2018

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Food Delivery Services - China - August 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Niche brands more favoured by specific demographics

Consumers are not loyal to platforms, especially young consumers

Figure 35: Usage of food delivery platforms, repertoire analysis, May 2018

Figure 36: Proportion of consumers who have used only one platform for food delivery in the last three months, by selected demographics, May 2018

Figure 37: Proportion of consumers who have used only one platform for food delivery in the last three months, by selected demographics, May 2018

Meituan has most loyal consumers

Figure 38: Usage of food delivery platforms, among those who have used only one platform in the last three months, May 2018

Figure 39: % of loyal users among total users, by key players, May 2018

## Reasons for Ordering from Non-leading Platforms

Greater promotions and faster delivery contribute most to driving flow

Figure 40: Reasons for ordering from non-leading platforms, May 2018

KFC may need to improve on customer services

Figure 41: Reasons for ordering from non-leading platforms by usage of brand-owned food delivery platforms, May 2018

Koubei wins at promotions while Didi wins at customer service

Figure 42: Reasons for ordering from non-leading platforms by usage of niche food delivery platforms, May 2018

## New Locales of Food Delivery Services

A wide range of new occasions to tap into

Figure 43: New locales of food delivery services, May 2018

Consumers from lower tier cities are more interested in ordering food delivery at niche locations

Figure 44: New locales of food delivery services, have ordered, by selected demographics, May 2018

## Meet the Mintropolitans

Heavier users of food delivery services, especially for afternoon tea occasion

Figure 45: Gap between MinTs and non-MinTs (as benchmark) heavy users, May 2018

Driven more by both convenience and taste reasons

Figure 46: Reasons for ordering food delivery, by consumer classification, May 2018

Brand membership benefits and better customer services drive MinTs to order more from non-leading platforms

Figure 47: Usage of non-leading food delivery platforms, by consumer classification, May 2018

Figure 48: Gap between MinTs and non-MinTs (as benchmark) in reasons for ordering from non-leading platforms, September 2017

## Appendix – Market Size

Figure 49: Value sales of food delivery market, China, 2015-18

## Appendix – Methodology and Abbreviations

Methodology

Abbreviations

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)