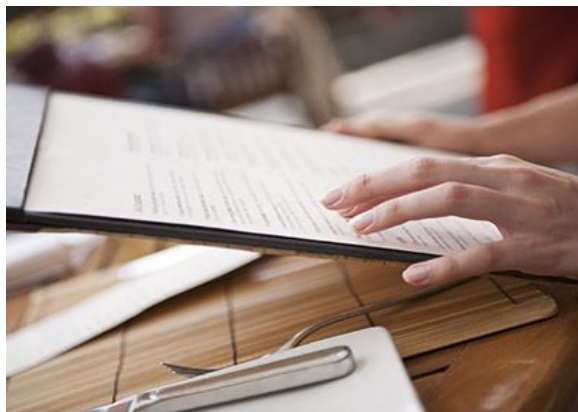


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“Consumers are still willing to dine out, while the frequency of ordering food delivery is affected by the fast growing ready meal market and Fresh app usage. Sichuan cuisine still wins the majority, but Cantonese cuisine has taken the premium market. In Western dishes, steak, pizza and burger dominant the market.”
– Belle Wang, Research Analyst

This report looks at the following areas:

- Cooperate with Fresh apps
- Western cuisines need to introduce star product to win more attention
- Trend of developing light flavoured cuisines

Mintel’s research shows that over one third of respondents have dined out more often, and over a quarter of consumers have ordered food delivery less often. The food delivery market has not only been negatively affected by rising delivery fees but has also faced threat from other business, especially Fresh apps and ready meals which are influencing consumers’ behaviours. In terms of Chinese cuisines, Sichuan cuisine still dominates the market. Furthermore, nutritional information on menus is becoming more important than before and consumers are paying more attention to detailed ingredient information, which is mainly because of their rising consciousness of health.

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