

# Consumer Dining Habits - China - November 2019

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## This report looks at the following areas:

Moreover, 20-29s who are more likely to upgrade their dining experience, value service more, so providing thoughtful service is essential for premium businesses as well.

- Provide thoughtful service to attract 20-29s
- Use storytelling to establish brand image
- Maintain performance in the fast-changing foodservice market



“Premium restaurants, excluding hotpot restaurants, are experiencing a slow or even negative growth. In order to attract consumers to visit, businesses could consider increasing good reviews and attaching cultural elements.”

– Belle Wang, Research Analyst

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- The implications

## THE MARKET – WHAT YOU NEED TO KNOW

- Video sharing/live streaming soars information spreading
- The trend of “foodservice+”
- Artificial Intelligence (AI) brings new dining experience

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