

October 2018

菜单洞察 - China

“虽然餐饮服务业市场分散，但是未来将有更严格的法规帮助消除对食品安全的疑虑。消费者虽然有兴趣尝试各国的外国菜，但也开始拒绝过度调味。消费者如何看待食材的营养成分（不论是超级食物还是肉类）可能会直接影响他们的决策。虽然消费者很想要自己决定餐点的甜度或辣度，但他们在面对菜单时还是期待能得到更多的解释和指导。”

— 吴丝，研究分析师

Menu Insights - China

“Despite being a fragmented market, stricter regulations are going to help ease food safety concerns. Amid interest in trying different ethnic cuisines, consumers are also beginning to combat over-flavouring. Their perception of nutrition of certain ingredients, be it superfoods or meat, can very much affect their decision-making. Although their desire ...

September 2018

餐饮外卖服务 - China

“消费者越来越重视方便快捷，中国餐饮外卖市场近年来获得了爆炸式增长。消费者逐渐开始将餐饮外卖看作一种犒赏享受，而不仅仅是为了满足填饱肚子的基本需求，所以该市场仍大有发展潜力。领先平台尽管主导市场，但消费者往往在不同的外卖平台间切换。”

- 陈杨之，高级研究分析师

August 2018

Food Delivery Services - China

“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. Regarding usage habits, consumers ...