

March 2023

菜单洞察 - China

“随着疫情防控措施放松，消费者客流量回升，中式面食餐饮市场预计将迎来复苏。面食连锁店可以探索更多小众地方风味，并提供更多主食以外的地方街头小吃和饮料，以彰显品牌的正宗性。除在商场内开设饭店以外，品牌还可考虑将业务扩展至社区街道。”

——顾一凡，研究副总监

Menu Insights - China

“The market of Chinese-style wheaten foods is estimated to rebound soon with the relaxation of the pandemic prevention policies and the return of consumer traffic. Chain restaurants are suggested to highlight their authenticity by exploring niche regional flavours and providing more local street snacks and drinks on top of staple ...