May 2021

火锅餐饮 - China

“火锅菜单的持续创新似乎不再能确保企业长盛不衰。致力于吸引宠物主人等新兴消费群体，以及融合中国元素来回应消费者强烈的民族自豪感将成为实现差异化的新方法。同时，地方风味火锅崛起，而高端化趋势也从火锅本身上升到整体菜单层面。新冠疫情削弱了线下餐饮市场，但同时也催化了零售趋势，火锅经营商需要谨慎选择销售的产品，以避免来自预加工食品和零食品牌等大量相邻业态的激烈竞争，这些业态也在开发相关火锅零售组合。”

– 俞文，研究分析师

April 2021

Hot Pot Dining - China

“Relentless innovation on hot pot menus seems no longer sufficient to secure long-term prosperity. Efforts to engage booming consumer groups such as pet owners and to incorporate Chinese elements amid sizzling national pride will become new approaches to differentiate, along with the rise of regional hot pot and the premiumisation ...

菜单洞察 -—— 区域美食 - China

“川菜、粤菜和湘菜在国内区域美食中占主导地位，日本和韩国料理则是中国主流消费者最受欢迎的外国美食。尽管消费者对不同区域美食的偏好变化甚微，消费者仍普遍追求味道地道的美食体验，这表明餐厅应该打破陈规，通过进一步区域细分来彰显特色。新冠疫情的爆发让居家烹饪成为趋势，为餐厅带创造了更多出售包装产品的零售机遇。”

– 俞文，研究分析师

March 2021

Menu Insights - Regional Cuisines - China

“Sichuan, Cantonese and Hunan cuisines dominate the domestic regional cuisine market while Japanese and Korean are the leading popular foreign cuisines for mainstream consumers in China. Despite the slow change in preferences, authenticity is a common theme consumers are looking for in their dining experiences, suggesting it’s time for restaurants ...

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