

Menu Insights - Regional Cuisines - China - February 2021

Report Price: £3302.97 | \$4460.00 | €3717.16

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“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 to specialise to differentiate.”

– Wen Yu, Research Analyst

This report looks at the following areas:

- What’s the landscape of domestic and foreign cuisines? How are the penetration and interest levels of different regional cuisines changing?
- How has the market evolved one year into the COVID-19 outbreak?
- How is the changing population structure going to affect the development of the regional cuisine market?
- What can restaurants and brands do, in terms of both product innovation and marketing strategies, to attract more consumers?
- What are the retail-isation opportunities for regional cuisine restaurants?

The regional cuisine market hasn’t changed much in terms of penetration and interest level. Domestic and foreign cuisines are still led by a few styles respectively. The COVID-19 outbreak has adversely impacted the offline foodservice businesses but on the flip side it has bred opportunities for retail products as consumers have grown accustomed to cooking at home amid the outbreak.

As such, Mintel believes that retail-isation is a crucial trend in the market and restaurants and brands can focus on developing ready meals as well as regional cuisine-inspired snacks. Additionally, regional cuisines can attract more consumers by specialising in more distinct sub-regional branches of well-known cuisines and penetrating burgeoning meal occasions.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Appendix – Methodology and Abbreviations

Methodology

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