

# Menu Insights - Regional Cuisines - China - February 2021

Report Price: £3695 | \$4995 | €4400

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## 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.



"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**  
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## Table of Contents

### OVERVIEW

- What you need to know
- Key issues covered in this Report
- Report scope

### EXECUTIVE SUMMARY

- **Market context**
- **Population migration has driven regional cuisines to establish a footing in megacities**  
Figure 1: Top ten cities with highest net population inflow
- **In-home cooking becomes another way of experiencing regional cuisines**
- **Multiple information channels help consumers explore**
- **Innovation trends**
- **Apply regional cuisines to recipe innovation of different product formats**
- **The consumer**
- **Local cuisines can target specific regions beyond their home markets to increase consumption**  
Figure 2: Consumers who have eaten and like the six popular Chinese cuisines, by city, November 2020
- **Popular foreign cuisines need to differentiate as consumers mature**  
Figure 3: Adoption of foreign cuisines, November 2020
- **Drinks need to soothe spiciness and greasiness with flavourful notes**  
Figure 4: Drinks for food pairing, November 2020
- **Utilise visual effects and credibility of respective channels**  
Figure 5: Information channel, November 2020
- **Highlight convenience of meal kits to trigger purchase among high earners**  
Figure 6: Preference on home cooking, by monthly personal income, November 2020
- **Demand for regional cuisines is expected to heat up**  
Figure 7: Attitudes towards regional cuisines, November 2020
- **What we think**

### ISSUES AND INSIGHTS

- Time for regional cuisines to further specialise
- The facts
- The implications

### What's included

Executive Summary

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Figure 8: Examples of sub-regional branches of Sichuan and Cantonese cuisines

Figure 9: Seasonal pork meatballs in Changzhou

- **Foreign cuisines can experiment with different trials to seek evolution**
- **The facts**
- **The implications**

Figure 10: Examples of French, Italian and Japanese brunch or afternoon tea

Figure 11: A-tisuto's signature dishes

- **Restaurants to rejuvenate their marketing tactics to create discussion**
- **The facts**
- **The implications**

Figure 12: Post of To Fa To's lab restaurant on WeChat

## THE MARKET – KEY TAKEAWAYS

- **Population migration hints at future trends in regional cuisines**
- **Various information channels activate consumers' exploration**
- **Multiple retail products inspired by regional cuisines**

## MARKET FACTORS

- **Conservative spending on eating out arouses scepticism**  
Figure 13: Changes in spending on eating out, October 2020–February 2021  
Figure 14: Meal solution of dining out, January 25–February 2
- **Population migration continues to spark demand for various regional cuisines**  
Figure 15: Top ten cities with highest net population inflow
- **Enthusiasm and curiosity for regional cuisines remain high**  
Figure 16: Attitudes towards regional cuisines, November 2020
- **Rising ownership of cooking appliances provides another boost**
- **Emerging consumption occasions help foreign cuisines enlarge consumer base**
- **COVID-positive cold chain imports unsettle consumers temporarily**

## MARKET HIGHLIGHTS

- **Integrated information channels increase consumer exposure**

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Figure 17: Examples of restaurant recommendations on Douyin

Figure 18: Example of Li Ziqi's short videos and product displays on Douyin

Figure 19: Shots from The Pride of Hunan Cuisine

- **Inspiration muse for a wider territory to explore retail possibilities**

Figure 20: McDonald's spicy chilli oil ice cream sundae and limited edition menu

Figure 21: Hot dry noodles from KFC

Figure 22: Examples of tea shop brands' collaborations with regional cuisines

Figure 23: Examples of ready meals from Guangzhou Restaurant and Sunya

- **Innovative sauce and seasoning products elevate self-cooking experience**

Figure 24: Example of Huoshaoyun's self-branded sauces

Figure 25: Examples of top companies' sukiyaki sauce products

## THE CONSUMER – KEY TAKEAWAYS

- **Landscape has remained still with a few opportunities in different regions**
- **Drinks to soothe spiciness and greasiness**
- **Food review sites are most popular while delivery platforms are rising among the young**

## ADOPTION OF CHINESE CUISINES

- **Mainstream cuisines remain largely the same, suggesting differentiation is key for new entrants**

Figure 26: Adoption of Chinese cuisines, November 2020

Figure 27: Top five Chinese cuisines in terms of penetration, 2014–2021

- **Certain cuisines are less agreeable in tier one cities**

Figure 28: Dropout rate of Chinese cuisines, November 2020

- **The South vs North difference is still observed**

Figure 29: Consumers who have eaten and like the six popular Chinese cuisines, by city, November 2020

## ADOPTION OF FOREIGN CUISINES

- **East Asian cuisines continue to secure dominance**

Figure 30: Adoption of foreign cuisines, November 2020

Figure 31: Adoption of foreign cuisines, 2018–21

- **Least penetrated cuisines can target unexploited first tier cities to spread their name**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

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Figure 32: Adoption of German, Mexican and Spanish cuisines, by tier one city, November 2020

Figure 33: Numbers of restaurants of respective cuisines in first tier cities

- **Foreign cuisine consumers becoming more mature**

Figure 34: Dropout rate of foreign cuisines, May 2018 and November 2020

## DRINKS FOR FOOD PAIRING

- **Growing health-consciousness is reflected in drink choices**

Figure 35: Drinks for food pairing, November 2020

- **Opportunities to grow wine and beer among women in their 40s**

Figure 36: Drinks for food pairing – “Alcoholic drinks”, by gender and age, November 2020

- **Sweet rice wine has potential to win female diners**

Figure 37: Examples of sweet rice wine offered at restaurants

## INFORMATION CHANNEL

- **Heavy reliance on image- and video-rich platforms**

Figure 38: Information channel, November 2020

- **Food delivery platforms are shaping user habits, especially among 18-24s**

Figure 39: Information channels – “Friends/family” and “food delivery platforms”, by age, November 2020

Figure 40: User interface of ele.me

## PREFERENCE FOR COOKING REGIONAL CUISINES

- **Interest in cooking is strong but some are seeking shortcuts**

Figure 41: Preference for home cooking, November 2020

- **Consumer preference reflects balance of time and money**

Figure 42: Preference for home cooking, by monthly personal income and by living situation, November 2020

## ATTITUDES TOWARDS REGIONAL CUISINES

- **A strong preference for authentic rather than adapted regional cuisines**

Figure 43: Attitudes towards regional cuisines, November 2020

- **Restaurants to ramp up efforts in retail-isation**

Figure 44: Attitudes towards regional cuisines, November 2020

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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### APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**

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