Fast Food - China - May 2014

Report Price: £2463.80 | $3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Domestic fast food restaurants have outperformed full-service restaurants, indicating a confident outlook for growth in China. Currently, fast food eaters are anxious about the ongoing environmental crisis, which has catalysed fast food outlets' transformation into healthy dining stores. Marketing communication tools are the key shapers in driving healthy eating within Chinese society."
– Esther Lau, Research Analyst

This report looks at the following areas:

- What are the key drivers and challenges in the Chinese fast food market?
- What are the common traits of the evolving fast food eaters?
- How can brands customise different daily menus for women and men?
- How can fast food brands use the eco-friendly concept as a marketing differentiator to create a competitive advantage?
- How can brands utilise digital channels more effectively?
- How can brands reach second and third-tier consumers more effectively?

Definition

This report covers fast food and takeaway restaurants which have a restricted or set menu, limited seating and offer takeaways which account for a significant proportion of turnover. It can include pizzerias, grills & hot dog bars, US-style outlets, food bars, street stalls/kiosks, self-service outlets, takeaway-only outlets and fish and chip shops. Market value is based on expenditure including sales tax in these outlets; market volume is based on numbers of outlets.

Inclusions

Fast food usually has a restricted or set menu; offers takeaway which accounts for a significant proportion of turnover and has limited seating. Full-service restaurants generally have large menus which are changed frequently and have waiter/waitress service.

Exclusions

Coffee houses/shops and other outlets where food sales account for only a small proportion of turnover, vending machines, canteens in institutions (schools, hospitals etc.) and workplaces, bakers, sandwich shops, bagel and doughnut shops.

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 – The Consumer – Attitudes towards Fast Food

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