

Full Service Restaurants - China - January 2015

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.



“The Chinese full service restaurant market will see low but stable growth over the five years to 2019. The rise of an experiential consumption culture exemplifies Chinese consumers’ eagerness to chase a lifestyle-driven experience, which can potentially outweigh the effects of anti-extravagance campaigns and the fierce challenge from fast casual operators.”
– Esther Lau, Research Analyst

This report looks at the following areas:

- What are the key trends and innovations in the Chinese full service restaurant industry?
- What are the common traits of evolving Chinese diners?
- How can full service restaurant operators customise through specific occasions and value-added services for different types of diners?
- How can foodservice operators, both domestic and foreign, optimise online and offline channels to create a competitive advantage?

Finding synergies with other services to drive visibility and storytelling are both growing in the full service restaurant sector. Knowing the distinct behaviour of Chinese diners based on their demographic profile is more important than ever to achieve the greatest service diversification, particularly in the current fragmented market structure.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Full Service Restaurants - China - January 2015

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.

Table of Contents

Introduction

Key questions answered in this report:

Definition

Methodology

Abbreviations

Executive Summary

The Market

Figure 1: Retail market value of full service restaurants in China, 2009-19

Who's Innovating

Farm-to-table and locally produced are global trends

From simply eating out to an event

The consumer

Figure 2: Changes in spending at different restaurants in the last six months, September 2014

Figure 3: Occasions for visiting Chinese and Foreign-style full service restaurants, September 2014

Figure 4: Factors influencing food decision in restaurants, September 2014

No promotional activity has absolute advantage

Figure 5: Interest in restaurants' promotional activities, September 2014

Figure 6: Attitudes towards service innovations, September 2014

Nutritional and functional benefit labels

Figure 7: Attitudes towards full service restaurants, September 2014

What we think

Issues and Insights

Men vs women – Chinese and foreign-style restaurants

The facts

The implications

Difference between the top tier 1 cities - Beijing, Shanghai and Guangzhou diners

The facts

The implications

Married and Single – how to target them?

The facts

The implications

Trend Applications

Trend: Extend My Brand

Trend: Guiding Choice

Trend: Make it Mine

Market Size and Forecast

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Full Service Restaurants - China - January 2015

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.

Key points

Recovering from anti-extravagance campaign?

Figure 8: Retail market value of full service restaurants in China, 2009-19

Food safety concerns from fast food chains give full service restaurants an competitive edge

Experiential consumption and rise in overseas travel help to restore growth in full service restaurant market

Figure 9: Retail market value of full service restaurants in China, 2009-19

Multi-tasking could be a solution for the restaurant industry?

Figure 10: Retail market volume of full service restaurants in China, 2009-19

Future - A new burst of O2O in the Chinese restaurant industry

Challenge – C2C model – a high degree of personalisation

Forecast methodology

Who's Innovating?

Key points

Playing with fashion and multi-functional design to raise interaction

Farm-to-table and locally produced are global trends

Turning simply eating out into an event

Embracing with drinking occasions

Creative mobile applications for diners waiting to be seated

Beyond online to offline marketing

Festival inspired menu

Companies & Brands

China Quanjude (Group) Co.

Ajisen (China) Holdings Ltd

Pizza Hut

Xiao Fei Yang (Little Sheep)

The Consumer – Spending on Full Service Restaurants

Key points

Consumers continue to spend the same when dining out

Figure 11: Changes in spending at different restaurants in the last six months, September 2014

Who prefers casual dining restaurants?

Figure 12: Changes in spending at different restaurants in the last six months – Chinese and foreign casual dining restaurant, costing less than RMB 100 per person, by demographics, September 2014

Opportunities for fine dining restaurants to bounce back?

Figure 13: Changes in spending at different restaurants in the last six months – Foreign and Chinese fine dining restaurants, costing RMB 100 or above per person, by demographics, September 2014

The Consumer – Eating Occasions at Full Service Restaurants

Key points

Occasion overview

Figure 14: Occasions at Chinese and Foreign-style full service restaurants, September 2014

Chinese vs. foreign full service restaurant – gatherings with family and friends

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Full Service Restaurants - China - January 2015

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.

Figure 15: Next most popular occasions at Chinese full service restaurants, by demographics, September 2014

Chinese VS foreign full service restaurants – business-related occasions

Figure 16: Next most popular occasions at Chinese full service restaurants, by demographics, September 2014

Figure 17: Most popular occasions at foreign-style full service restaurants, by demographics, September 2014

Chinese vs foreign full service restaurant – dating habits

Figure 18: Next most popular occasions at Chinese full service restaurants, by demographics, September 2014

Figure 19: Most popular occasions at foreign-style full service restaurants, by city tiers, September 2014

The Consumer – Influential Factors on Choosing Dishes

Key points

Food safety issues are still bothering diners

Figure 20: Factors influencing food decision in restaurants, September 2014

Who is more attracted to additive-free and seasonal ingredients?

Figure 21: Factors influencing food decision in restaurants – Fruit/and vegetable-based, by demographics, September 2014

Endorse locally produced and organic ingredients

Figure 22: Factors influencing food decision in restaurants, by gender and age, September 2014

The Consumer – Attitude towards Value-Added Services and Features

Key points

Interested in everything

Figure 23: Attitudes towards service innovations, September 2014

Multi-tasking lifestyle leads restaurant innovation

Figure 24: Most popular attitudes towards service innovations, by monthly household income, September 2014

How to re-energise different types of full service restaurant?

Figure 25: Attitudes towards service innovations, by changes in spending at different restaurants in the last six months – Foreign fine dining restaurants, costing RMB 100 or above per person, September 2014

Figure 26: Attitudes towards service innovations, by changes in spending at different restaurants in the last six months – Foreign casual dining restaurant, costing less than RMB 100 per person, September 2014

Figure 27: Attitudes towards service innovations, by changes in spending at different restaurants in the last six months – Chinese fine dining restaurant, costing RMB 100 or above per person, September 2014

The Consumer – Attitudes towards Promotional Activities

Key points

No promotional activity has absolute advantage

Figure 28: Interest in restaurants' promotional activities, September 2014

Groupon is old fashion?

Figure 29: Interest in a variety of groupon campaigns, by demographics, September 2014

Preferences differ significantly gender and age groups

Figure 30: Most popular interest in restaurants' promotional activities, by gender and age, September 2014

Catering for women

Figure 31: Most popular interest in restaurants' promotional activities, by gender and age, September 2014

Special offers on credit cards and promotions through mobile apps

Figure 32: Next most popular interest in restaurants' promotional activities, by demographics, September 2014

Digital marketing evolution

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

Full Service Restaurants - China - January 2015

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.

The Consumer – Attitude towards Full Service Restaurants

Key points

Nutritional and functional benefit labels

Figure 33: Attitudes towards full service restaurants, September 2014

Figure 34: Most popular attitudes towards full service restaurants, by gender and age, September 2014

Guiding choice for lower tier consumers

Figure 35: Most popular attitudes towards full service restaurants, by city tiers, September 2014

Older female consumers have more confidence in branded chains?

Figure 36: Most popular attitudes towards full service restaurants, by demographics, September 2014

Significant difference between married and single respondents

Figure 37: Most popular attitudes towards full service restaurants, by demographics, September 2014

Beijing, Shanghai and Guangzhou

Figure 38: Most popular attitudes towards full service restaurants, by demographics, September 2014

Appendix – The Consumer – Spending on Full Service Restaurants

Figure 39: Changes in spending at different restaurants in the last six months, September 2014

Figure 40: Changes in spending at different restaurants in the last six months – Foreign fine dining restaurants, costing RMB 100 or above per person, by demographics, September 2014

Figure 41: Changes in spending at different restaurants in the last six months – Foreign casual dining restaurant, costing less than RMB 100 per person, by demographics, September 2014

Figure 42: Changes in spending at different restaurants in the last six months – Chinese fine dining restaurant, costing RMB 100 or above per person, by demographics, September 2014

Figure 43: Changes in spending at different restaurants in the last six months – Chinese casual dining restaurants, costing less than RMB 100 per person, by demographics, September 2014

Figure 44: Attitudes towards service innovations, by changes in spending at different restaurants in the last six months – Foreign fine dining restaurants, costing RMB 100 or above per person, September 2014

Figure 45: Attitudes towards service innovations, by changes in spending at different restaurants in the last six months – Foreign casual dining restaurant, costing less than RMB 100 per person, September 2014

Figure 46: Attitudes towards service innovations, by changes in spending at different restaurants in the last six months – Chinese fine dining restaurant, costing RMB 100 or above per person, September 2014

Figure 47: Attitudes towards service innovations, by changes in spending at different restaurants in the last six months – Chinese casual dining restaurants, costing less than RMB 100 per person, September 2014

Appendix – The Consumer – Eating Occasions

Figure 48: Occasions at Chinese and Foreign-style full service restaurants, September 2014

Figure 49: Most popular occasions at Chinese full service restaurants, by demographics, September 2014

Figure 50: Next most popular occasions at Chinese full service restaurants, by demographics, September 2014

Figure 51: Most popular occasions at foreign-style full service restaurants, by demographics, September 2014

Figure 52: Next most popular occasions at foreign-style full service restaurants, by demographics, September 2014

Figure 53: Interest in restaurants' promotional activities, by most popular occasions at Chinese full service restaurants, September 2014

Figure 54: Interest in restaurants' promotional activities, by next most popular occasions at Chinese full service restaurants, September 2014

Figure 55: Interest in restaurants' promotional activities, by most popular occasions at Foreign-style full service restaurants, September 2014

Figure 56: Interest in restaurants' promotional activities, by next most popular occasions at Foreign-style full service restaurants, September 2014

Figure 57: Attitudes towards service innovations, by most popular occasions at Chinese full service restaurants, September 2014

Figure 58: Attitudes towards service innovations, by next most popular occasions at Chinese full service restaurants, September 2014

Figure 59: Attitudes towards service innovations, by most popular occasions at Foreign-style full service restaurants, September 2014

Figure 60: Attitudes towards service innovations, by next most popular occasions at Foreign-style full service restaurants, September 2014

Appendix – The Consumer – Influential Factors on Choosing Dishes

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Full Service Restaurants - China - January 2015

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.

Figure 61: Factors influencing food decision in restaurants, September 2014

Figure 62: Factors influencing food decision in restaurants – Fruit/and vegetable-based, by demographics, September 2014

Figure 63: Factors influencing food decision in restaurants – Made from locally sourced ingredients, by demographics, September 2014

Figure 64: Factors influencing food decision in restaurants – Made from traceable ingredients, by demographics, September 2014

Figure 65: Factors influencing food decision in restaurants – Made from seasonal ingredients, by demographics, September 2014

Figure 66: Factors influencing food decision in restaurants – Low calorie, by demographics, September 2014

Figure 67: Factors influencing food decision in restaurants – Additive-free, by demographics, September 2014

Figure 68: Factors influencing food decision in restaurants – Made from organic ingredients, by demographics, September 2014

Figure 69: Factors influencing food decision in restaurants – Assortment/customizable dishes, by demographics, September 2014

Figure 70: Factors influencing food decision in restaurants – Cooked by using traditional methods, by demographics, September 2014

Figure 71: Factors influencing food decision in restaurants – Using as little sauces/seasonings as possible, by demographics, September 2014

Figure 72: Factors influencing food decision in restaurants – Limited-time/limited daily offer, by demographics, September 2014

Figure 73: Factors influencing food decision in restaurants – None of the above, by demographics, September 2014

Appendix – The Consumer – Attitude towards Promotional Activities

Figure 74: Interest in restaurants' promotional activities, September 2014

Figure 75: Most popular interest in restaurants' promotional activities, by demographics, September 2014

Figure 76: Next most popular interest in restaurants' promotional activities, by demographics, September 2014

Appendix – The Consumer – Attitudes towards Value-Added Services and Features

Figure 77: Attitudes towards service innovations, September 2014

Figure 78: Most popular attitudes towards service innovations, by demographics, September 2014

Figure 79: Next most popular attitudes towards service innovations, by demographics, September 2014

Appendix – The Consumer – Attitudes towards Full Service Restaurants

Figure 80: Attitudes towards full service restaurants, September 2014

Figure 81: Most popular attitudes towards full service restaurants, by demographics, September 2014

Figure 82: Next most popular attitudes towards full service restaurants, by demographics, September 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com