

Casual Dining - China - January 2017

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“Although the casual dining market is enjoying healthy growth, the market remains fragmented – and is expected to be even more so as more new brands are created featuring unique themes. To differentiate from others, brands should define a focus that is relevant and be able to provide unique experience to its target consumers.”

Summer Chen, Research Analyst

This report looks at the following areas:

- **Defining a focus**
- **Setting your brand apart: creative menu innovation and unique in-store experience**
- **A winning communication strategy**

By 2016, the total revenue of casual dining restaurants reached RMB 624 billion, with a CAGR of 12.0% since 2011. Mintel forecasts that the casual dining market will see a CAGR of 8.6% in value sales between 2016 and 2021, and will reach a total of RMB 944.4 billion by the end of 2021.

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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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