

Menu Insights - China - September 2017

Report Price: £3081.32 | \$3990.00 | €3661.84

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“Consumers want a focused menu from restaurants to show expertise and authenticity. As they are getting more explorative with different types of cuisines, there is opportunity for more specialised restaurants featuring niche regional and exotic cuisines. On the other hand, Chinese light meal is another area worth tapping into given increasing health awareness among consumers.”

– **Summer Chen, Research Analyst**

This report looks at the following areas:

- **A meal that brings happiness**
- **Why meat replacement is not going to be popular in China**
- **How do Chinese restaurants embrace light meals?**

Consumer expenditure on dining out has been rising due to increasing demand for new dining and taste experiences. The market sees specialty restaurants featuring single main dishes gaining great popularity. Light meals, and main dish salads in particular, are also on the rise in response to consumers' increasing health awareness.

Consumers are found to be more explorative with cuisine types, although they still favour Sichuanese the most. They want a simple and focused menu from restaurants, and yet would like to see more varieties in a single dish. When it comes to healthy dishes, consumers believe that cooking methods are as important as ingredient quality and best resonate with organic claims.

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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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