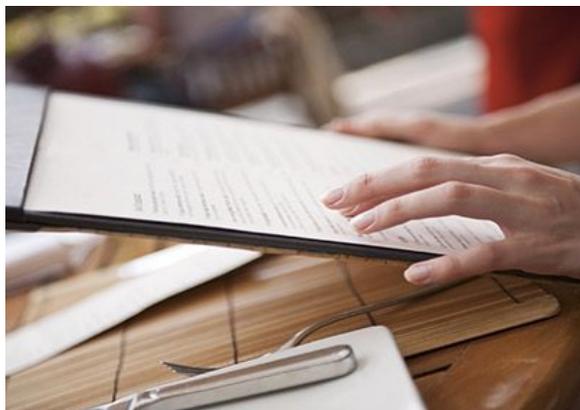


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“Consumers are still willing to dine out, while the frequency of ordering food delivery is affected by the fast growing ready meal market and Fresh app usage. Sichuan cuisine still wins the majority, but Cantonese cuisine has taken the premium market. In Western dishes, steak, pizza and burger dominant the market.”
– Belle Wang, Research Analyst

This report looks at the following areas:

- Cooperate with Fresh apps
- Western cuisines need to introduce star product to win more attention
- Trend of developing light flavoured cuisines

Mintel’s research shows that over one third of respondents have dined out more often, and over a quarter of consumers have ordered food delivery less often. The food delivery market has not only been negatively affected by rising delivery fees but has also faced threat from other business, especially Fresh apps and ready meals which are influencing consumers’ behaviours. In terms of Chinese cuisines, Sichuan cuisine still dominates the market. Furthermore, nutritional information on menus is becoming more important than before and consumers are paying more attention to detailed ingredient information, which is mainly because of their rising consciousness of health.

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Table of Contents

Overview

What you need to know

Covered in this Report

Executive Summary

The market

Slower growth of consumer expenditure of dining out

More consumers are pursuing a balanced diet

DIY makes dining experience more fun

Hotpot has entered more categories and more consumption occasions

The consumer

Changing frequency of dining out and ordering food delivery

Figure 1: Trends of dining out habit, China, May 2019

Consumers are having a healthy diet

Figure 2: Dieting habits, China, May 2019

Sichuan cuisine wins most consumers' preference, followed by Cantonese

Figure 3: Preference on different Chinese cuisines, China, May 2019

Steak, pizza and burger businesses have room for further upgrading

Figure 4: Preference on Western dishes, China, May 2019

Nutrition information and dish popularity are getting more important

Figure 5: Important information on the menu, China, May 2019

Wide gaps between tier one and lower tier cities in buffet business

Figure 6: Perception of buffet, China, May 2019

What we think

Issues and Insights

Cooperate with Fresh apps

The facts

The implications

Western cuisines need to introduce star product to win more attention

The facts

The implications

Trend of developing light flavoured cuisines

The facts

The implications

The Market – What You Need to Know

Red meat production and import volume would affect menu structure

Short video apps drive more menu innovations

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More businesses are investing in plant-based products

Market Factors

Growth of dining out expenditure is slowing down

Fluctuation of meat volume affects menu structure

Consumers have rising awareness of balanced nutrition

Short video apps stimulate business to innovate more attractive menu

Market Highlights

DIY meals enrich the dining experience

Figure 7: DIY meals, China

Hotpot is everywhere

Figure 8: Diantaixiang x HEYTEA, China, 2019

Figure 9: Pizza with hotpot flavour, by LaCésar, China, 2018

The hype around plant-based diet

Figure 10: Plant-based meat mooncake, by Zhen Vegan Meat, China, 2019

The Consumer – What You Need to Know

Food delivery market is affected by ready meals and Fresh apps

Develop dairy drinks to pair with meals

Increasing attention on nutrition information and dish popularity

Trends of Dining out Habit

Consumers are willing to dine out

Figure 11: Trends of dining out habit, China, May 2019

Food delivery service is under threat

Figure 12: Feature of "what we eat", by Miss Fresh, China

Different focuses in different city tiers

Figure 13: Age structure of consumers who have dined out and ordered food delivery more often, by city tier, China, May 2019

Dieting Habit

Have an awareness of eating healthy

Figure 14: Dieting habits, China, May 2019

Vary dairy drinks and desserts for pairing with meals

Figure 15: Lactobacillus drink with the original flavour, by Hai Di Lao, China, 2019

Tendency of meat consumption varies by gender and age

Figure 16: Meat consumption habits – Very often, by gender and age, China, May 2019

Preference on Chinese Cuisines

Top three cuisines ranked in the same way through the years

Figure 17: Preference on different Chinese cuisines, China, May 2019

Potential of non-local cuisines

Figure 18: Preference on cuisine types, by region, China, May 2019

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Preference on Western Dishes

Steak wins the most consumers

Figure 19: Preference on Western dishes, China, May 2019

Trend of introducing delicate burgers

Improve in-store dining experience to attract more pizza consumers

Develop pizza businesses in tier three cities

Figure 20: Preference on Western dishes, by city tiers, China, May 2019

Important Factors on Menu

More consumers order meals looking for nutrition information

Figure 21: Important information on the menu, China, May 2019

Menu expectations have been changing

Figure 22: Ranking changes of important information on the menu, China, May 2018-May 2019

Expectations of different Chinese cuisine menus

Figure 23: Selected important menu information, by respondents who prefer certain Chinese cuisine, China, May 2019

Interests in different Western-style meal menus

Figure 24: Selected important menu information, by respondents who prefer certain Western-style dishes, China, May 2019

Menu designed for families

Figure 25: Selected important menu information, by family structure, China, May 2019

Figure 26: Dieting habits on selected food – Order very often, by family structure, China, May 2019

Perception of Buffet

Buffet is struggling in lower tier cities

Figure 27: Perception of buffet, China, May 2019

Satisfaction of different types of buffet

Figure 28: Users' satisfaction rate on buffet types, China, May 2019

Widen variety of Chinese buffet

Figure 29: Interest of non-users, China, May 2019

Meet the Mintropolitans

Trend of adding premium dairy and fungus on menu

Figure 30: Difference in dieting habits – Order very often - between MinTs and non-MinTs (as the benchmark), China, May 2019

Detailed ingredient information attracts MinTs the most

Figure 31: Difference in expectation on menu information between MinTs and non-MinTs (as the benchmark), China, May 2019

Appendix – Methodology and Abbreviations

Methodology

Abbreviations

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