

Menu Insights – Brunch and Afternoon Tea – China – September 2020

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This report looks at the following areas:

- What's the landscape of brunch and afternoon tea market in China?
- What impact has COVID-19 cast on the market and where is the market headed in the post-COVID era?
- What are the trendy dishes on brunch and afternoon tea menus for the time being? And what will likely be trendy in the future? What are the potential opportunities to attract more consumers?
- What are consumers' preferred meal solutions for brunch and afternoon tea respectively?
- How much have surveyed consumers spent on brunch or afternoon tea in the last 12 months?

Western-style brunch and afternoon tea are emerging meal occasions in China, and have recorded high incidence among consumers. This results from consumers' growing inclusiveness about the two meal occasions as well as the fact that both meal occasions are loosely defined in the domestic market. Even though a high incidence has been recorded, it doesn't mean that the market has turned mature. Future competition will be escalating up another notch as different venues will rush to attract consumers and grab a bite of the market.

COVID-19 has undoubtedly put a brake on brunch and afternoon tea catering given that consumers have become more prudent towards such discretionary spending. Therefore, players in the market need to carry out corresponding adjustments to their menus and take differentiated business approaches when targeting different demographics.



“Western-style brunch and afternoon tea have started becoming viral in China as each meal occasion has garnered an incidence of around 70%. However, the high penetration rate doesn't translate into a mature market given that both meal occasions are loosely defined. In order to stand out in the fierce market in the future, players need to take bold moves in recipe innovation.”

– Wen Yu, Research Analyst

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