

Western Style Casual Dining – China – 2021

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This report looks at the following areas:

- What does the market landscape look like and how long will it take to recover to pre-COVID levels, and what does the future competition look like?
- How often do consumers dine at Western style casual restaurants, and how much do they usually spend?
- How do consumers perceive Western style casual dining?
- What are the major innovation opportunities that restaurants need to seize to stay ahead of the competition?
- How do players in the market address uniqueness and exclusivity that consumers long for?

Western style casual dining is gradually gaining traction among domestic consumers as its penetration levels have reached around 80%.

Although COVID-19 halted the market's growth in 2020, it is anticipated to rebound resiliently in 2021, which is jointly driven by consumers' demand for indulgent yet healthy food and for an optimal dining experience.

Restaurants can experiment with cutting-edge ideas/ingredients to upgrade their menu. Meanwhile, they can also look at crossover collaboration to convince consumers of striking a balance between indulgence and functionality.

Other than recipe innovations, Western style casual restaurants need to fit in consumers' lifestyles to encourage more visitation. By delivering these, brands can avoid homogenous menu competition from cafes and bakery houses.



"Menu innovations are the key to fuelling growth in the long term. Restaurants can experiment with fusions to differentiate while crossover collaborations with beauty brands can ride on the trend of edible beauty. On top of this, restaurants need to deliver optimal dining experience, making it an inseparable part of consumers' dining habits and overall lifestyle."

– Wen Yu, Research Analyst

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