Hot Pot Dining - China - March 2021

Report Price: £3695 | $4995 | €4400

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This report looks at the following areas:

- **When's the market going to rebound to the pre-COVID level?**
- **How are leading companies going to solidify their position in the post-COVID era?**
- **What are consumers' attitudes towards rising hot pot, including self-heating hot pot, hot pot delivery and home-cooked hot pot?**
- **What does future innovation for hot pot soup base look like? How do regional dishes shed a light in this regard?**
- **How do hot pot brands differentiate in the crowded and homogenous market?**

Hot pot dining market is led by three dominant types – Sichuan/Chongqing hot pot, Beijing mutton hot pot and Chaoshan beef hot pot while in the meantime the rise of niche regional kinds is being seen. The outbreak disrupted the market in 2020 but long term growth is promising because of the heated demand and booming retailisation trend in the post-COVID-19 era.

Mintel believes that hot pot brands need to further integrate O2O business and optimise operation and management of supply chain networks to weather the adverse impact of COVID-19. Also, restaurants need to innovate and premiumise their menus overall and to upgrade the dining experiencing by offering quality services to different consumer cohorts to thrive in the long term.

"Relentless innovation on hot pot menus seems no longer sufficient to secure long-term prosperity. Efforts to engage booming consumer groups such as pet owners and to incorporate Chinese elements amid sizzling national pride will become new approaches to differentiate, along with the rise of regional hot pot and the premiumisation of the menu overall, not limited to hot pot offerings."
– Wen Yu, Research Analyst

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About Mintel

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