

Hot Pot Dining - China - 2022

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This report looks at the following areas:

- Market performance and its recovery in post-COVID-19
- Key market strategies of leading hot pot players
- Consumers' attitudes towards hot pot dining
- Product innovation direction for hot pot dining
- Different demand for hot pot dine-in and delivery services

Consumers are pursuing tasty hot pot bases, quality regional/seasonal raw materials and exclusive side dishes, which leave clues for product innovation. In addition, consumers' growing need of in-home dining occasions post pandemic is demanding convenience and flexibility from the hot pot industry. Hence, home delivery, and further segmented hot pot styles would be the saviour for hot pot operators.

Hot pot dining has been the key driver for foodservice's total revenue. Credited to the business shifting to hot pot delivery services as a response to the COVID-19 impact, the total value of hot pot dining has almost recovered to 2019 levels.



"Hot pot dining has entered a stage of steady development, leading brands are becoming more cautious about store expansion, while exploring potentials of global supply chains."

- **Bernie Gao, Research Analyst**

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