

# Menu Insights – China – 2023

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## This report looks at the following areas:

- Market situation during and after the COVID-19 pandemic era
- Marketing activities and innovation highlights
- Consumption frequency and occasions for major Chinese wheaten foods
- Factors attracting consumers to visit chain restaurants of wheaten foods
- Consumer preference for various traditional and novel flavours of wheaten/rice noodles
- Consumer attitudes towards chain restaurants, the spinoff products and restaurant locations

Approximately 60% of respondents find chain restaurants of wheaten foods suitable to dine in with their family members and wish to have more chain restaurants in their neighbourhood. Brands could look beyond the catering sector within shopping malls and consider more residential areas, where chain restaurants could reach more consumers from different generations and create more sources of revenue from occasions outside of main meals.

Foodservice has been one of the most seriously impacted industries during COVID-19, especially chain restaurants located in airports, train stations or shopping malls, hampered by the stagnant travelling and shrinking outdoor dining traffic. Fortunately, the catering industry is expected to rebound with the relaxation of the pandemic prevention policies. Despite some worries about the subsequent infections caused by new COVID-19 variants, the positive year-on-year growth in catering revenue during the Chinese New Year holiday has clearly represented an encouraging signal of market reinvigoration.

Facing challenges from the cheaper mom-and-pop eateries and the higher-end restaurants, chain brands of wheaten foods in the middle price tier need to deliver a value-for-money dining experience with reliable food quality, distinctive taste and comfortable in-store environment. Given consumers' enthusiasm towards niche regional cuisines instead of bold fusions, wheaten food restaurants are suggested to emphasise their regional features by



“The market of Chinese-style wheaten foods is estimated to rebound soon with the relaxation of the pandemic prevention policies and the return of consumer traffic. Apart from the catering sector in shopping malls, brands can also consider expanding their business into communities.”

– **Yifan Gu, Associate Director**

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offering local street foods and drinks or highlighting unique seasonings from niche areas of origin.

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- Executive Summary
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