This report looks at the following areas:

- Market factors and highlights that influence future development after the pandemic.
- Penetration and interest levels of different regional cuisines.
- Consumers’ favourite regional dishes and flavours with different meats.
- Ways to have regional cuisines in different occasions.
- Most used information channels to look for regional cuisines.

Sichuan cuisine is the most preferred regional cuisine but crispy sweet and sour pork slices is the most mentioned specific featured dish.

After the easing of COVID-19 restrictions, foodservice has quickly recovered. Revenge travel is driving regional cuisine consumption too. However, with intentional spending trend, foodservice operators should pay more attention to highlight value over prices as well as launching corresponding products and service modes to new tourism modes (such as intense travel).

Hunan cuisine is facing a challenge as consumers have few signature Hunan dishes in their mind, although Hunan cuisine has high internet interactions on social media. Hunan cuisine should better build up its distinguished food culture first, then signature dishes, to catch up and compete with Sichuan cuisine which is also famous for spicy flavour.

Regional cuisine can be delivered in fusion style to offer an added-value experience, including fusion cuisine and fusion service mode, to make traditional foods more exquisite and enhance dining experiences.

“With intentional spending trend, players need to give more consideration to letting consumers experience what they pay for. Hunan cuisine needs to establish a distinctive Hunan cuisine culture alongside developing signature dishes.”

– Pepper Peng, Senior Research Analyst

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Table of Contents

OVERVIEW
• What you need to know
• Key issues covered in this Report
• Report Scope and Definition

EXECUTIVE SUMMARY
• The market
• Innovation trends
• The consumer
• Niche cuisines are still unable to shake the position of top five favourite cuisines
  Figure 1: Acceptance of Chinese cuisine, 2023
  Figure 2: Top 10 regional dishes respondents mentioned, 2023
• Numb and spicy can never be wrong, while five spiced is potential
  Figure 3: Favourite flavour with meat, 2023
• Desserts/appetisers cannot be neglected as part of dining experience
  Figure 4: Attractive services at regional cuisine restaurants, 2023
• Ready meals can drive business besides dining in especially among younger generations
  Figure 5: Ways to have regional cuisine, 2023
• Short videos have become the most used channel after two years
  Figure 6: Information channel, 2023
• What we think

ISSUES AND INSIGHTS
• Hunan cuisine needs to build its food culture first, then signature dishes
  Figure 7: Booths of different genres within Hunan cuisine, NongGengJi, China
  Figure 8: Zhangshugang pepper with introduction, NongGengJi, China
• Make desserts/drinks an organic part of regional food culture
  Figure 9: Mentions and engagement of ‘hotpot desserts (火锅甜品)’ on social media channels, 2023
  Figure 10: Summer dessert of Haidilao, 2023
  Figure 11: Hotpot dessert on Xiaohongshu
  Figure 12: Heytea’s city-limited drink in Zhongshan city, 2021

What’s included
Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook

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• Leverage fusion style to renovate traditional regional cuisines
  Figure 13: Roasted duck stew with rice, fafa#bistro, 2023
  Figure 14: TouZao, China

MARKET FACTORS
• Eating out spending witnesses a recovery
  Figure 15: Spending more – Eating out and in-home food, 2021-23
• Intentional spending is expected to continue
  Figure 16: Confidence in improving future financial situation, 2019-23
• New tourism and leisure businesses drive corresponding foodservice consumption
• Consumers are more accepting of ready meals

MARKET HIGHLIGHTS
• Expand consumer base by signature dishes 2.0
  Figure 17: Cantonese JueJue Bao, China
  Figure 18: Instant boiled spicy hotpot with roasted duck 冒烤鸭, China
  Figure 19: ChuiYan stir-fried yellow beef, China
• Regional fusion cuisine with bistro style provides more exquisite and chilled experience
  Figure 20: Examples of regional fusion cuisine, China
• Evolving service model and online content foster the development of foodservice

ACCEPTANCE OF CHINESE CUISINE
• Northeastern cuisine earns more likes
  Figure 21: Acceptance of Chinese cuisine, 2023
  Figure 22: Northeastern cuisine – have eaten and liked it, by region, 2023
  Figure 23: Top five Chinese regional cuisines in terms of penetration, 2014-23
• Hunan cuisine needs more effective social media promotion
  Figure 24: Ranking comparison of penetration and engagement on social media channels, 2023
  Figure 25: Word Cloud on social media channels* that associate with Sichuan cuisine (四川菜/川菜) and Hunan cuisine (湖南菜/湘菜), 2023
• Generations have polarised preferences on Guangxi cuisines
FAVOURITE REGIONAL DISH

• Other regional cuisines are far less prosperous than Sichuan
  Figure 28: Top 10 favourite regional cuisines*, 2023
• Crispy sweet and sour pork slices is the most mentioned
  featured dish
  Figure 29: Top 10 regional dishes respondents mentioned*, 2023

FAVOURITE FLAVOUR WITH MEAT

• Numb and spicy is the truth
  Figure 30: Favourite flavour with meat, 2023
• Taste preference across areas
• Northern areas like numb and spicy for sea/river food
  Figure 32: Preference of numb and spicy flavour – sea food
  and river food, by region, 2023
• Numb provides another direction to satisfy Southern
  consumers besides light
  Figure 33: Preference of light flavour in dishes with meats, by
  region, 2023
  Figure 34: Preference of numb (not spicy) flavour – river food,
  by region, 2023

SERVICES AT REGIONAL CUISINE RESTAURANTS

• Desserts/appetisers becomes an essential part of dining
  experience
  Figure 35: Attractive services at regional cuisine restaurants,
  2023
  Figure 36: Attractive services – with local featured desserts/
  appetisers, by age, 2023
  Figure 37: TURF Analysis – Attractiveness of regional cuisine
  restaurants, 2023
• Ready meals’ attractiveness has improved since the
  COVID-19 outbreak
  Figure 38: Selling local featured ready meals of home-style
  dishes, by living status, 2023
  Figure 39: Interest of selected service at regional cuisine
  restaurants, by ways to have regional cuisine, 2023
WAYS TO HAVE REGIONAL CUISINE

- **Dining out is the first choice but brands can tap into everyday cooking occasion**
  - Figure 40: Ways to have regional cuisine, 2023
  - Figure 41: Staying by yourself/with families on normal days, by generation, 2023
  - Figure 42: Selected ways to have regional cuisine, by living status, 2023

- **Yunnan cuisine lovers rely more on food delivery**
  - Figure 43: Order regional cuisine delivery, by regional cuisine – have eaten and liked it, 2023

- **Hunan and Guizhou cuisine can target multi-generation families with ready meals**
  - Figure 44: Regional cuisine – have eaten and liked it, by living status, 2023
  - Figure 45: Ways to have regional cuisine, by living status, 2023

INFORMATION CHANNELS

- **Short videos become the most used information channel**
  - Figure 46: Information channel, 2023
  - Figure 47: Top 3 information channels for regional cuisines, 2021 and 2023

- **Informative media can be used in promoting less common regional cuisines**
  - Figure 48: Information channel, by acceptance of regional cuisine – have eaten and liked it, 2023
  - Figure 49: Word Cloud on social media channels* that associate with pig feet noodles (猪脚面), 2023

FOOD PERSONAS

- **Who are they?**
  - Figure 50: Food persona, 2023
  - Figure 51: Food persona, by generation, 2023

- **Rich genre within the regional cuisine attract experienced consumers better**
  - Figure 52: Services at regional cuisine restaurants, by food persona, 2023

- **Videos are the best choice to target new trend explorers**
  - Figure 53: Information channel, by food persona, 2023

APPENDIX – FAVOURITE REGIONAL DISH

- Figure 54: Open-end answers of favourite regional dish (in ranking order), 2023

---

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- Executive Summary
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APPENDIX – METHODOLOGY AND ABBREVIATIONS

- Methodology
- TURF analysis methodology
- Abbreviations

What’s included

Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook

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