

Menu Insights - China - September 2016

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“Consumers’ preference for staple food and a side dish is different at breakfast, compared to lunch and dinner. Breakfast menu can drive growth for foodservice operators, especially when more consumers tend to have breakfast out. Menus specifically for kids can be appealing to families. Moreover, offering flexible portion sizes can appeal to consumers, especially females and singles.”
 – Terra Xu, Senior Research Analyst

This report looks at the following areas:

- Developing separate menus for the three meals is essential
- Flexible portion size can boost appeal
- Offering kids’ menus to attract families
- Opportunity for freshly made tea

Consumers’ preference for staple food and a side dish is different at breakfast. Consumers show a similar preference of food for lunch and dinner, while they tend to have more types of food for lunch, and alcohol drinks are important on the dinner menu.

In general, consumers prefer Chinese-style restaurants when dining out, while Western fast food chains remain the most popular choice. Consumers with children in the household are more likely to eat out, and consumers are more likely to have breakfast out of home. Breakfast also shows the highest potential to drive a premium price.

Flexible portion size is the most appealing personalisation services in restaurants, followed by being able to select cooking methods, off-peak discount and spice level options.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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What we think

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Developing separate menus for the three meals is essential

The facts

The implications

Flexible portion size can boost appeal

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Offering kids' menus to attract families

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Opportunity for freshly made tea

The facts

The implications

The Market – What You Need to Know

Restaurants to become reliable venues for daily three meals

Menu innovation to attract indulgence-seeking consumers

New dietary guidelines to be considered on the menu

Social media generates popularity while food quality remains top priority

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Restaurants to become reliable venues for daily three meals

Menu innovation to attract indulgence-seeking consumers

New dietary guidelines to be considered in designing the menu

Social media generates popularity while food quality remains top priority

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Healthier food from fast food restaurants

Limited editions stir excitement

Local street food going premium

More information and innovation on the names

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Healthier food from fast food restaurants

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More information and innovation on the names

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The Consumer – What You Need to Know

Consumers prefer different staple food for breakfast

Western staple food is popular amongst mid to high earners

Egg, dairy and cake are essential at breakfast, while alcoholic drinks are important on the dinner menu

Freshly made coffee and tea are more appealing to mid to high earners, alcoholic drinks attract more males

Western fast food chains are the top choice when eating out

Greater budget difference is observed between high and low earners for breakfast and dinner, compared to lunch

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Optional portion sizes are the most attractive personalisation service

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