

September 2023

菜单洞察——区域美食 - China

“在审慎消费趋势之下，餐饮经营者需要更多地考虑如何让消费者享受物有所值的美食体验。湘菜需要打造独特的湘菜文化，同时开发特色招牌菜。未来，融合风格将为区域美食提供更广阔的创新空间，也将为消费者带来更多令人惊喜的纵享体验。”

— 彭袁君，高级研究分析师

August 2023

Menu Insights - Regional Cuisine - China

“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. Fusion style will provide more room for innovation of regional cuisine in the future, as well as providing ...

现制酒饮趋势 - China

“消费者对社交聚会的热情复燃，这预计将大幅推动现制酒饮消费，为该行业注入活力。现制酒饮场所经营者可搭乘该趋势，巧用消费者对酒饮搭配餐食的兴趣以提升其消费体验，并利用社交媒体与消费者建立联系。同时，可持续举措预计将在该市场扎根，以满足越来越敏锐的消费者对此的需求。”

— 张辰钰，高级研究分析师

July 2023

On-premise Alcoholic Trends - China

“Renewed enthusiasm for social gatherings is expected to drive a surge in on-premise alcohol consumption, giving the industry revitalisation. Driving the trend, on-premise operators could leverage consumers' interest in food pairing to elevate the visiting experience and incorporate social media as a tool to keep consumers connected. Meanwhile, sustainable practice ...

烘焙店 - China

“烘焙产品的购买渠道愈发多元化，对领先烘焙店的市场份额构成挑战。此外，跨入烘焙产品领域的咖啡店和茶饮店也对烘焙店带来威胁。因此，线下门店可推出更多饮料选择以模糊界限，进而提升客流量。西式烘焙店可推介更多小众的异国烘焙产品，在节庆期间切入消费者犒赏自己的“自我时光”场景，而中式烘焙店可深入探索本地原料或革新传统产品，而非盲目推出同质化产品。”

快餐店 - China

“快餐店行业预计将保持增长，且面临更加激烈的竞争。全服务餐厅和路边小摊对快餐企业构成了额外挑战。各品牌必须保持其便利性优势，密切关注品类延伸和产品优化机遇，并通过更加人性化的营销来吸引年轻人。”

— 顾一凡，研究副总监

June 2023

Quick Service Restaurants - China

“The industry of quick service restaurants is expected to keep growing with even fiercer competition. Full service restaurants and street booths are additional competitors for businesses. Brands must maintain their competitive edge in convenience, keep an eye out for chances to extend and premiumise their offerings, and secure the mindshare ...

Bakery Houses - China

“The purchase channels for bakery products are being diversified which challenges the share of bakery houses, with threats brought by coffee and tea houses crossing the boundary. Therefore more drink options could be offered in offline outlets to blur the line and win back consumers’ visitation. Meanwhile, Western-style store could ...

May 2023

菜单洞察——茶饮店 - China

茶饮店目前仍保持快速增长态势，不过品牌应该开始着力于培养消费者忠诚度，而非追求快速增长。融入传统和当地特色，可以更好地传递品牌价值。品牌可以通过不同的茶底和奶底来实现差异化。同时，彰显自我的元素对于留住Z世代消费者至关重要。

April 2023

Menu Insights - Tea Houses - China

“We still see fast growth in tea houses, however, brands should start to pursue consumer loyalty rather than rapid growth. Brand value can be better delivered by incorporating traditional and local touches. Differentiation can be established through different tea bases and milk bases. At the same time, self-expressive elements are ...

March 2023

菜单洞察 - China

“随着疫情防控措施放松，消费者客流量回升，中式面食餐饮市场预计将迎来复苏。面食连锁店可以探索更多小众地方风味，并提供更多主食以外的地方街头小吃和饮料，以彰显品牌的正宗性。除在商场内开设饭店以外，品牌还可考虑将业务扩展至社区街道。”

——顾一凡，研究副总监

Menu Insights - China

“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. Chain restaurants are suggested to highlight their authenticity by exploring niche regional flavours and providing more local street snacks and drinks on top of staple ...

Upcoming Reports

On-Premise Coffee Consumption - China - 2023

外卖现制咖啡 - 中国 - 2023年