

Fast Food - China - May 2014

Report Price: £2463.80 | \$3990.00 | €3129.79

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"Domestic fast food restaurants have outperformed full-service restaurants, indicating a confident outlook for growth in China. Currently, fast food eaters are anxious about the ongoing environmental crisis, which has catalysed fast food outlets' transformation into healthy dining stores. Marketing communication tools are the key shapers in driving healthy eating within Chinese society."

– Esther Lau, Research Analyst

This report looks at the following areas:

- What are the key drivers and challenges in the Chinese fast food market?
- What are the common traits of the evolving fast food eaters?
- How can brands customise different daily menus for women and men?
- How can fast food brands use the eco-friendly concept as a marketing differentiator to create a competitive advantage?
- How can brands utilise digital channels more effectively?
- How can brands reach second and third-tier consumers more effectively?

Definition

This report covers fast food and takeaway restaurants which have a restricted or set menu, limited seating and offer takeaways which account for a significant proportion of turnover. It can include pizzerias, grills & hot dog bars, US-style outlets, food bars, street stalls/kiosks, self-service outlets, takeaway-only outlets and fish and chip shops. Market value is based on expenditure including sales tax in these outlets; market volume is based on numbers of outlets.

Inclusions

Fast food usually has a restricted or set menu; offers takeaway which accounts for a significant proportion of turnover and has limited seating. Full-service restaurants generally have large menus which are changed frequently and have waiter/waitress service.

Exclusions

Coffee houses/shops and other outlets where food sales account for only a small proportion of turnover, vending machines, canteens in institutions (schools, hospitals etc.) and workplaces, bakers, sandwich shops, bagel and doughnut shops.

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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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Table of Contents

Introduction

In this report we answer the key questions:

Definition

Inclusions

Exclusions

Methodology

Abbreviations

Executive Summary

The market

Figure 1: Total China fast food and takeaway market, by value sales, 2008-18

Figure 2: Total China Fast food and takeaway market, by market volume, 2008-18

Companies and brands

Figure 3: Leading chains in the Chinese fast food and takeaway market, by market volume (outlets), 2012-13

The consumer

Chinese-style fast food: Winner in the domestic market

Figure 4: Fast food usage (including eating in and takeaway) in the last six months, February 2014

Busy modern life drives fast food's popularity

Figure 5: Reasons for eating fast food (including eating in and takeaway) in the last six months, February 2014

Organic ingredient and balanced nutrition top consumers' interests

Figure 6: Levels of interest in product innovation/value-added services in fast food restaurants, February 2014

Eating fast food as a main daily meal is the mainstream

Figure 7: Occasions for eating fast food (including eating in and takeaway) in the last six months, February 2014

Word-of-mouth guides fast food customers' eating decisions

Figure 8: Factors influencing fast food outlet/restaurant choice, February 2014

Chinese fast food is the main stronghold for the health-conscious segment

Figure 9: Attitudes towards fast food, February 2014

Key issues

Chinese fast food market overview

Tailored meal is the new fashion

Eco-friendly brand endorsement as key marketing communication

Tapping the power of rising digital channels

What we think

Issues and Insights

What are the common traits of Chinese fast food eaters?

The facts

The implications

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What are the key challenges that fast food players are faced with in China?

The facts

The implications

Scope to boost the appeal of fast food by harnessing connotations of healthy, organic ingredients

The facts

The implications

Eco-friendly marketing can re-energise the fast food brand image

The facts

The implications

How to target second and third-tier fast food eaters?

The facts

The implications

Trend Application

Trend: Make it Mine

Trend: Moral Brands

Trend: Access All Areas

Market Size and Forecast

Key points

Chinese fast food market

Figure 10: China fast food and takeaway market, value sales and outlets, 2008-18

Growth is expected to continue

Figure 11: Total China fast food and takeaway market, by value sales, 2008-18

Figure 12: Total China fast food and takeaway market, by market volume, 2008-18

Market drivers

Rural and urban household income increased

Figure 13: Annual growth in rural and urban household income, china, 2009-13

Sustainable growth in urbanisation and employment and the importance of the health-conscious

Franchise model and intense competition

Growth challenges

New food safety standards and inspections

Rising cost for China foods

Market Segmentation

Key points

By purpose of usage

By taste

China's fast food market is fragmented

Figure 14: Volume and value of china fast food market, by segment, 2008-13

Who's Innovating?

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Key points

- Eco pizza outlets execute 'green' measurement in Beijing
- American Sweet Green enjoy social well-being
- Pizza Hut interactive touchscreen to boost in-store experience
- Aldi Lunchbox initiatives
- Dutch grocer abandons traditional aisle format

Companies and Brands

Key points

Western-style fast food still takes the lead

Figure 15: leading companies in the Chinese fast food and takeaway market, by market volume (outlets), 2011-13

Yum! Brands

KFC

Pizza Hut

East Dawning

McDonald's

Hua Lai Shi Catering Management and Service Co., Ltd.

Shanghai Shihao Catering Co., Ltd.

Ting Hsin International Group

Dicos

Master Kong Chef's Table

Zhen Kungfu Catering Co., Ltd.

Jollibee Group

The Consumer – Usage of Fast Food

Key points

Chinese-style fast food: Winner in the domestic market

Figure 16: Fast food usage (including eating in and takeaway) in the last six months, February 2014

Target consumer analysis

Figure 17: Fast food usage (including eating in and takeaway) in the last six months – Foreign fast food, by demographics, February 2014

Consumers shift their focus upon fast food outlets instead of full-service restaurants

Key analysis: The common characteristic of domestic fast food outlets: bigger chains and smaller specialised outlets

The Consumer – Reasons for Eating Fast Food

Key points

Busy modern life drives fast food's popularity

Figure 18: Reasons for eating fast food (including eating in and takeaway) in the last six months, February 2014

Target consumer analysis

Figure 19: Most popular reasons for eating fast food (including eating in and takeaway) in the last six months, by demographics, February 2014

Key analysis: Attract mothers through nutritious meals for kids in second and third-tier cities

Figure 20: Agreement with the statement "as a treat for kids", by tier, February 2014

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The Consumer – Interest in Product and Service Innovations of Fast Food Restaurants

Key points

Organic ingredients and balanced nutrition top consumers' interests

Figure 21: Levels of interest in product innovation/value-added services in fast food restaurants, February 2014

Target consumer analysis

Figure 22: Levels of interest in product innovation/value-added services in fast food restaurants – Using more organic/pollution-free ingredients, by gender and age, February 2014

Figure 23: Levels of interest in product innovation/value-added services in fast food restaurants – More Chinese-style food made with traditional cooking methods & International dishes, by monthly personal incomes, February 2014

Key analysis: Personalisation through 'mix and match'

The Consumer – Occasions for Eating Fast Food

Key points

Eating fast food as a main daily meal is the mainstream

Figure 24: Occasions for eating fast food (including eating in and takeaway) in the last six months, February 2014

Target consumer analysis

Figure 25: Most popular occasions for eating fast food (including eating in and takeaway) in the last six months – During workdays, by demographics, February 2014

Key analysis: Workdays verse weekends – In-depth analysis

Figure 26: Occasions for eating fast food (including eating in and takeaway) in the last six months, during workdays, by fast food usage, several times a week, February 2014

Figure 27: Occasions for eating fast food (including eating in and takeaway) in the last six months, during weekends, by fast food usage, several times a week, February 2014

Key analysis: Smaller portion meals for ladies

Figure 28: Occasions for eating fast food (including eating in and takeaway) in the last six months, for afternoon tea and light snack in-between meals, by gender and age, February 2014

Figure 29: Agreement with the statement "to try new fast food options (eg new launched chicken wings in kfc)", by occasions for eating fast food (including eating in and takeaway) in the last six months, February 2014

Key analysis: The 'premium' Chinese-style dinner for men is where the future lies

Figure 30: Agreement with the statement "not convenient to cook at home (eg no kitchen in rented property)", by gender and age, February 2014

Figure 31: Agreement with the statement "dishes with more balanced nutrition (eg the calorie/fibre/protein/salt are in line with the daily intake standard)", by gender and age, February 2014

Figure 32: Agreement with the statement "i prefer the taste of chinese fast food compared to foreign fast food", by gender and age, February 2014

The Consumer – Factors influencing Fast Food Choices

Key points

Word-of-mouth guides fast food customers' eating decisions

Figure 33: Factors influencing fast food outlet/restaurant choice, February 2014

Target consumer analysis

Figure 34: Most popular factors influencing fast food outlet/restaurant choice – Rank 1, by demographics, February 2014

Figure 35: Factors influencing fast food outlet/restaurant choice, by fast food usage, several times a week, February 2014

Key analysis: Promote nutritional information through online platforms

Key analysis: A scope to use QR codes to embrace in-store innovation

Figure 36: Levels of interest in product innovation/value-added services in fast food restaurants – More digital order channels, by monthly household incomes, February 2014

The Consumer – Attitudes towards Fast Food

Key points

Chinese fast food is the main stronghold for the health-conscious segment

Figure 37: Attitudes towards fast food, February 2014

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Target consumer analysis

Figure 38: Most popular attitudes towards fast food, by demographics, February 2014

Key analysis: Opportunities for foreign fast food brands

Figure 39: Other attitudes towards fast food – i switch between chinese fast food and foreign fast food from time to time, by monthly household incomes, February 2014

CHAID Analysis

Methodology

Organic fast food soars among rich Chinese women

Figure 40: Fast Food – CHAID – Tree output, [may] 2014

Figure 41: Fast Food – CHAID – Table output, [May] 2014

Appendix – The Consumer – Usage of Fast Food

Figure 42: Fast food usage (including eating in and takeaway) in the last six months, February 2014

Figure 43: Fast food usage (including eating in and takeaway) in the last six months – Chinese fast food, by demographics, February 2014

Figure 44: Fast food usage (including eating in and takeaway) in the last six months – Foreign fast food, by demographics, February 2014

Figure 45: Fast food usage (including eating in and takeaway) in the last six months – Fast food from street stalls, by demographics, February 2014

Figure 46: Fast food usage (including eating in and takeaway) in the last six months, by most popular occasions for eating fast food (including eating in and takeaway) in the last six months – During workdays, February 2014

Figure 47: Fast food usage (including eating in and takeaway) in the last six months, by next most popular occasions for eating fast food (including eating in and takeaway) in the last six months – During workdays, February 2014

Figure 48: Fast food usage (including eating in and takeaway) in the last six months, by most popular occasions for eating fast food (including eating in and takeaway) in the last six months – On weekends, February 2014

Figure 49: Fast food usage (including eating in and takeaway) in the last six months, by next most popular occasions for eating fast food (including eating in and takeaway) in the last six months – On weekends, February 2014

Figure 50: Fast food usage (including eating in and takeaway) in the last six months, by most popular reasons for eating fast food (including eating in and takeaway) in the last six months, February 2014

Figure 51: Fast food usage (including eating in and takeaway) in the last six months, by next most popular reasons for eating fast food (including eating in and takeaway) in the last six months, February 2014

Figure 52: Fast food usage (including eating in and takeaway) in the last six months, by most popular factors influencing fast food outlet/restaurant choice – Rank 1, February 2014

Figure 53: Fast food usage (including eating in and takeaway) in the last six months, by next most popular factors influencing fast food outlet/restaurant choice – Rank 1, February 2014

Figure 54: Fast food usage (including eating in and takeaway) in the last six months, by most popular factors influencing fast food outlet/restaurant choice – Rank 2, February 2014

Figure 55: Fast food usage (including eating in and takeaway) in the last six months, by next most popular factors influencing fast food outlet/restaurant choice – Rank 2, February 2014

Figure 56: Fast food usage (including eating in and takeaway) in the last six months, by most popular factors influencing fast food outlet/restaurant choice, February 2014

Figure 57: Fast food usage (including eating in and takeaway) in the last six months, by next most popular factors influencing fast food outlet/restaurant choice, February 2014

Figure 58: Fast food usage (including eating in and takeaway) in the last six months, by levels of interest in product innovation/value-added services in fast food restaurants – A separated dessert counter in-store, February 2014

Figure 59: Fast food usage (including eating in and takeaway) in the last six months, by levels of interest in product innovation/value-added services in fast food restaurants – Extended opening hours, February 2014

Figure 60: Fast food usage (including eating in and takeaway) in the last six months, by levels of interest in product innovation/value-added services in fast food restaurants – A wider variety for beverages, February 2014

Figure 61: Fast food usage (including eating in and takeaway) in the last six months, by levels of interest in product innovation/value-added services in fast food restaurants – Adding Chinese traditional herbs/tonic herbs to the dishes, February 2014

Figure 62: Fast food usage (including eating in and takeaway) in the last six months, by levels of interest in product innovation/value-added services in fast food restaurants – Using more organic/pollution-free ingredients, February 2014

Figure 63: Fast food usage (including eating in and takeaway) in the last six months, by levels of interest in product innovation/value-added services in fast food restaurants – Dishes with more balanced nutrition, February 2014

Figure 64: Fast food usage (including eating in and takeaway) in the last six months, by levels of interest in product innovation/value-added services in fast food restaurants – Fusion dishes combining Chinese and international cuisines, February 2014

Figure 65: Fast food usage (including eating in and takeaway) in the last six months, by levels of interest in product innovation/value-added services in fast food restaurants – International dishes, February 2014

Figure 66: Fast food usage (including eating in and takeaway) in the last six months, by levels of interest in product innovation/value-added services in fast food restaurants – Specialty dishes from different regions in China, February 2014

Figure 67: Fast food usage (including eating in and takeaway) in the last six months, by levels of interest in product innovation/value-added services in fast food restaurants – More Chinese-style food made with traditional cooking methods, February 2014

Figure 68: Fast food usage (including eating in and takeaway) in the last six months, by levels of interest in product innovation/value-added services in fast food restaurants – More digital order channels, February 2014

Figure 69: Fast food usage (including eating in and takeaway) in the last six months, by levels of interest in product innovation/value-added services in fast food restaurants – More flexible payment approaches, February 2014

Figure 70: Fast food usage (including eating in and takeaway) in the last six months, by most popular attitudes towards fast food, February 2014

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Figure 71: Fast food usage (including eating in and takeaway) in the last six months, by next most popular attitudes towards fast food, February 2014

Figure 72: Occasions for eating fast food (including eating in and takeaway) in the last six months, February 2014

Figure 73: Most popular occasions for eating fast food (including eating in and takeaway) in the last six months – During workdays, by demographics, February 2014

Figure 74: Next most popular occasions for eating fast food (including eating in and takeaway) in the last six months – During workdays, by demographics, February 2014

Figure 75: Most popular occasions for eating fast food (including eating in and takeaway) in the last six months – On weekends, by demographics, February 2014

Figure 76: Next most popular occasions for eating fast food (including eating in and takeaway) in the last six months – On weekends, by demographics, February 2014

Figure 77: Levels of interest in product innovation/value-added services in fast food restaurants, by most popular occasions for eating fast food (including eating in and takeaway) in the last six months – During workdays, February 2014

Figure 78: Levels of interest in product innovation/value-added services in fast food restaurants, by next most popular occasions for eating fast food (including eating in and takeaway) in the last six months – During workdays, February 2014

Figure 79: Levels of interest in product innovation/value-added services in fast food restaurants, by most popular occasions for eating fast food (including eating in and takeaway) in the last six months – On weekends, February 2014

Figure 80: Levels of interest in product innovation/value-added services in fast food restaurants, by next most popular occasions for eating fast food (including eating in and takeaway) in the last six months – On weekends, February 2014

Figure 81: Reasons for eating fast food (including eating in and takeaway) in the last six months, February 2014

Figure 82: Most popular reasons for eating fast food (including eating in and takeaway) in the last six months, by demographics, February 2014

Figure 83: Next most popular reasons for eating fast food (including eating in and takeaway) in the last six months, by demographics, February 2014

Figure 84: Other reasons for eating fast food (including eating in and takeaway) in the last six months, by demographics, February 2014

Appendix – The Consumer – Attitudes towards Fast Food

Figure 85: Factors influencing fast food outlet/restaurant choice, February 2014

Figure 86: Most popular factors influencing fast food outlet/restaurant choice – Rank 1, by demographics, February 2014

Figure 87: Next most popular factors influencing fast food outlet/restaurant choice – Rank 1, by demographics, February 2014

Figure 88: Other factors influencing fast food outlet/restaurant choice, by demographics, February 2014

Figure 89: Most popular factors influencing fast food outlet/restaurant choice – Rank 2, by demographics, February 2014

Figure 90: Next most popular factors influencing fast food outlet/restaurant choice – Rank 2, by demographics, February 2014

Figure 91: Other factors influencing fast food outlet/restaurant choice – Rank 2, by demographics, February 2014

Figure 92: Most popular factors influencing fast food outlet/restaurant choice – Rank 3, by demographics, February 2014

Figure 93: Next most popular factors influencing fast food outlet/restaurant choice – Rank 3, by demographics, February 2014

Figure 94: Other factors influencing fast food outlet/restaurant choice – Rank 3, by demographics, February 2014

Figure 95: Levels of interest in product innovation/value-added services in fast food restaurants, February 2014

Figure 96: Levels of interest in product innovation/value-added services in fast food restaurants – A separated dessert counter in-store, by demographics, February 2014

Figure 97: Levels of interest in product innovation/value-added services in fast food restaurants – Extended opening hours, by demographics, February 2014

Figure 98: Levels of interest in product innovation/value-added services in fast food restaurants – A wider variety for beverages, by demographics, February 2014

Figure 99: Levels of interest in product innovation/value-added services in fast food restaurants – Adding Chinese traditional herbs/tonic herbs to the dishes, by demographics, February 2014

Figure 100: Levels of interest in product innovation/value-added services in fast food restaurants – Using more organic/pollution-free ingredients, by demographics, February 2014

Figure 101: Levels of interest in product innovation/value-added services in fast food restaurants – Dishes with more balanced nutrition, by demographics, February 2014

Figure 102: Levels of interest in product innovation/value-added services in fast food restaurants – Fusion dishes combining Chinese and international cuisines, by demographics, February 2014

Figure 103: Levels of interest in product innovation/value-added services in fast food restaurants – International dishes, by demographics, February 2014

Figure 104: Levels of interest in product innovation/value-added services in fast food restaurants – Specialty dishes from different regions in China, by demographics, February 2014

Figure 105: Levels of interest in product innovation/value-added services in fast food restaurants – More Chinese-style food made with traditional cooking methods, by demographics, February 2014

Figure 106: Levels of interest in product innovation/value-added services in fast food restaurants – More digital order channels, by demographics, February 2014

Figure 107: Levels of interest in product innovation/value-added services in fast food restaurants – More flexible payment approaches, by demographics, February 2014

Figure 108: Attitudes towards fast food, February 2014

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Figure 109: Most popular attitudes towards fast food, by demographics, February 2014

Figure 110: Next most popular attitudes towards fast food, by demographics, February 2014

Figure 111: Other attitudes towards fast food, by demographics, February 2014

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