

## Fast Food - China - October 2016

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“For fast food brands, embracing the trend of healthy and experiential dining is the key to growth in the near future. In the meantime, getting more innovative can help to win over young consumers.”

– **Summer Chen, Research Analyst**

This report looks at the following areas:

- **Rise of experiential-driven dining: posing a challenge yet creating an opportunity**
- **What makes a healthy menu?**
- **Get innovative to win over young consumers**

China's fast food market is starting to see a recovery after a series of food safety issues battered consumer confidence. Facing increasing costs and competition from other categories such as casual dining, the big players are repositioning to be more casual, with investment mainly going into store revamps to make outlets look modern and upmarket.

Fast food brands have a long way to go in brand repositioning since nowadays consumers do not associate them with being either modern or innovative. However, there is great scope for fast food brands to attract consumers with healthy menu innovations (such as balanced nutrition, healthier ingredients and way of cooking) as Chinese consumers turn more health conscious.

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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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The implications

## The Market - What You Need to Know

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International brands seek further localisation

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Although relaxing, fast food restaurants are not seen as good socialising venues  
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