

Attitudes Towards and Usage of Foreign Fast Food - China - June 2012

Report Price: £2564 / \$3990 / €3196

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"China's foreign fast food sector grew at a compound annual growth rate (CAGR) of 19% from 2006-11 to reach a market value of RMB75.1 billion or 11.8% of the overall fast food sector. The market rose in tandem with an increase in the number of foreign fast food chain outlets, which expanded at a CAGR of 23.4% driven by KFC, McDonald's and Dicos. The three leading chains, KFC, McDonald's and Dicos, held an estimated 60% of the foreign fast food market by value in 2011, thanks to a combination of factors including offering international services but adapting menus to local tastes, strong menu innovations and better quality and food safety records."

- Tan Heng Hong - Senior Research Analyst

In this report we answer the key questions:

- How can foreign fast food better compete with the ubiquitous Chinese fast food?
- The morning daypart is a growth area but what can be done to further increase its usage?
- With preparing own meal packs popular among women, what are the ways to entice them to eat more foreign fast food?
- How can smaller rivals challenge KFC and McDonald's given their domination of the sector?

Foreign fast food restaurants are defined by menu and not by ownership. Foreign fast food restaurants offer takeaways with no waiting service and only limited seating available. Foreign fast food restaurants are different from Chinese fast food restaurants because they serve primarily foreign food items such as burger, pizza, fried chicken and Japanese dishes, not ethnic Chinese food. Not included in the report are coffeehouses /shops and other outlets, canteens in institutions (schools, hospitals etc.) and workplaces, bakers, sandwich shops, bagel & doughnut shops.

The report features four sections and an Appendix. The Appendix has the full market size, segmentation, share data, all consumer data tables (including demographics), brand and company product data used in the report, macroeconomic and country data. The four sections tackle the major issues that are challenging and impacting the market, and assess how the market will evolve over the next five years.

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