

## **Consumer Foodservice in China**

Market Direction | 2023-02-14 | 102 pages | Euromonitor

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### **Report description:**

The pandemic devastated consumer foodservice in China in 2022, particularly in the first half of the year, which was marked with prolonged lockdowns in major cities such as Shanghai and Beijing. Foodservice establishments were either forced to close, or only opened for delivery and takeaway, a scenario which continued to encourage these options compared with the pre-pandemic level.

Euromonitor International's Consumer Foodservice in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Consumer Foodservice by Location, Consumer Foodservice by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Consumer Foodservice market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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##### PROSPECTS AND OPPORTUNITIES

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 Chained full-service restaurants expected to return to growth  
 Upgrading home delivery service in full-service restaurants

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