

Full-Service Restaurants in China

Market Direction | 2024-02-14 | 30 pages | Euromonitor

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Report description:

In 2023, full-service restaurants rebounded from the COVID-19 lockdowns experienced in 2022. However, there was a decline in the spend per transaction during the year, which can primarily be attributed to the overall economic downturn. The macroeconomic challenges of 2023, coupled with heightened uncertainty, led to more cautious consumer spending. In response to this environment, restaurants implemented various strategies to address consumers' emphasis on value for money. Many full-service esta...

Euromonitor International's Full-Service Restaurants 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 2028 illustrate how the market is set to change.

Product coverage: Chained Full-Service Restaurants, Full-Service Restaurants by Type, Independent Full-Service Restaurants.

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

Why buy this report?

- * Get a detailed picture of the Full-Service Restaurants 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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reliable information resources to help drive informed strategic planning.

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