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菜单洞察 - China

“消费者仍愿意外出就餐，但消费者叫外卖的频率受到快速发展的预加工食品市场的影响，也受到消费者使用鲜食App的影响。川菜仍赢得大多数消费者的倾心，但粤菜赢得了高端市场。在西式菜式中，牛排、披萨和汉堡主导着市场。对于人气较低的西式菜式，商家可通过将菜品打造为明星主打产品，以赢得更多市场份额。”

— 王皓，研究分析师

Menu Insights - China

“Consumers are still willing to dine out, while the frequency of ordering food delivery is affected by the fast growing ready meal market and Fresh app usage. Sichuan cuisine still wins the majority, but Cantonese cuisine has taken the premium market. In Western dishes, steak, pizza and burger dominant the ...