

**February 2014****全服务餐厅 - China**

受经济增长放缓影响，近年来，中国全服务餐厅(即提供餐桌、服务生服务且通常在餐后买单的餐厅)市场的增速有所回落。然而，随着消费者消费能力的不断上升，能够迎合特定消费群体需求的餐厅仍然拥有增长机遇。

**January 2014****Full Service Restaurants - China**

“The full service restaurant market in China has seen a decline in the rate of growth in recent years, impacted by the slackened economic growth. However, the ever-increasing consumer spending power still implies growth opportunities for restaurants which are able to cater to the needs of particular consumer groups.”

**November 2013****消费者对食品安全的态度 - China**

食品安全问题在中国日益受到关注，与从种植、加工、制备到服务等食品链各个环节存在的弊端密切相关。根据中国消费者协会发布的数据，在2011年收到的39,082宗有关食品的投诉中，约六成投诉与食品质量和安全问题有关。其中，多数(24,860起)投诉同食品质量有关，1,362起为食品安全投诉。

**September 2013****Consumer Attitudes Towards  
Food Safety - China**

“Food safety in China is of growing concern, strongly linked to weaknesses in the food chain from farming, processing and preparation to serving. According to the National Consumer Association, about 60% of the 39,082 complaints received about food in 2011 related to food quality and safety issues. Most of ...

**June 2013****快餐 - China****冰激凌店 - China**

由于经济增长、消费者收入水平提高以及快餐市场龙头企业的快速扩张，2007至2012年期间，中国快餐市场销售额翻了一番以上，估计达1万亿元人民币。然而，中国的快餐市场仍然高度分散。2011年，前十大企业的门店数量占比仅为0.65%。绝大部分（98%门店）市场仍由小型私人独立餐馆构成，这意味着快餐连锁在中国的增长潜力无限。

虽然乳制品自古以来并不是中国人饮食中的必需品，但近年来接触西方乳制品的人群对此类产品的需求却大量增长。冰淇淋屋在中国的历史并不短，早在二十世纪80年代后期和90年代初，中国市场就出现国外冰淇淋餐饮服务门店，但直到二十一世纪初中国主办各种国际活动后，冰淇淋屋才迅速扩张。

## May 2013

### 餐饮业酒精饮料趋势 - China

“中国餐饮渠道酒精饮料市场仍然高度分散，通过餐饮渠道门店进行市场营销并非易事。尤其是近些年来，中国消费者生活方式逐渐多样化，可供选择的门店种类越来越多。另外，中国人外出就餐的社交场合和因素也日益增多，根据各消费群体以及个人的需求及期许而呈现差异。”

### Fast Food - China

Sales in the Chinese fast food market more than doubled over the 2007-12 period, to reach an estimated RMB1 trillion, fuelled by the growth of the economy and consumer incomes and rapid expansion of leading players in the market. However, the market remains highly fragmented. The top ten operators only ...

### Ice Cream Houses - China

“There is unmet demand for better-for-you ice cream products, with consumers wanting to strike a balance between health and indulgence when they consume ice cream. Ice cream houses could tap into this segment by actively offering and promoting their better-for-you ice cream products or alternatives.”

## April 2013

### On Trade Alcoholic Beverage Trends - China

“It is much easier for drinks brands to stand out at on-trade outlets than from out of crowded supermarket drinks shelves. As competition in the market intensifies, engaging more directly with consumers to develop brand recognition and uptake will become even more important for the alcoholic drinks industry, and on-trade ...