

September 2023

菜单洞察——区域美食 - China

“在审慎消费趋势之下，餐饮经营者需要更多地考虑如何让消费者享受物有所值的美食体验。湘菜需要打造独特的湘菜文化，同时开发特色招牌菜。未来，融合风格将为区域美食提供更广阔的创新空间，也将为消费者带来更多令人惊喜的纵享体验。”

—彭袁君，高级研究分析师

August 2023

Menu Insights - Regional Cuisine - China

“With intentional spending trend, players need to give more consideration to letting consumers experience what they pay for. Hunan cuisine needs to establish a distinctive Hunan cuisine culture alongside developing signature dishes. Fusion style will provide more room for innovation of regional cuisine in the future, as well as providing ...

现制酒饮趋势 - China

“消费者对社交聚会的热情复燃，这预计将大幅推动现制酒饮消费，为该行业注入活力。现制酒饮场所经营者可搭乘该趋势，巧用消费者对酒饮搭配餐食的兴趣以提升其消费体验，并利用社交媒体与消费者建立联系。同时，可持续举措预计将在该市场扎根，以满足越来越敏锐的消费者对此的需求。”

—张辰钰，高级研究分析师

July 2023

On-premise Alcoholic Trends - China

“Renewed enthusiasm for social gatherings is expected to drive a surge in on-premise alcohol consumption, giving the industry revitalisation. Driving the trend, on-premise operators could leverage consumers' interest in food pairing to elevate the visiting experience and incorporate social media as a tool to keep consumers connected. Meanwhile, sustainable practice ...

Upcoming Reports

On-Premise Coffee Consumption - China - 2023

外食现制咖啡 - 中国 - 2023年