

## March 2015

### 消费者在外就餐行为 - China

“随着消费者的口味变得越来越挑剔和讲究，外出就餐已成为其生活方式中必不可少的一部分；对于餐饮运营商而言，提供兼顾健康和美味的食物因而应成为重中之重。英敏特研究发现，时下中国消费者外出就餐的偏好和习惯已经发生翻天覆地的变化，营养价值、本地食材、季节和进口原料成为其重点关注的因素。”

— 刘欣琪，研究分析师

## February 2015

### Consumers' Eating Out Habits - China

“Menu diversity should be the core agenda for foodservice operators who are determined to be stand out from the crowd in the Chinese market, and it is imperative that they attract either the adventurous foodies or family diners.”

- Esther Lau, Research Analyst

### 餐厅 - China

“与其它增值服务合作来推动知名度和叙事性都是在全服务餐厅业领域上不断增长。基于中国消费者的人口特征以及当前分化的市场结构下，了解不同就餐者的特有消费行为比以往任何时候都重要，以求实现最广的服务多样化。”

— 刘欣琪，研究分析师

## January 2015

### Full Service Restaurants - China

“The Chinese full service restaurant market will see low but stable growth over the five years to 2019. The rise of an experiential consumption culture exemplifies Chinese consumers' eagerness to chase a lifestyle-driven experience, which can potentially outweigh the effects of anti-extravagance campaigns and the fierce challenge from fast casual ...