



# Full-Service Restaurants in China

February 2024

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## Full-Service Restaurants in China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Full-service restaurants recovers from decline in 2022, with value for money highlighted  
Saizeriya continues to perform strongly in 2023 amidst consumer demand for value for money  
Hai Di Lao Hot Pot aims to maintain a competitive edge through creative services

#### PROSPECTS AND OPPORTUNITIES

Consumer health consciousness to fuel concerns about the use of prepared food in foodservice  
Bistro concept will remain on-trend thanks to photo-worthy and social attributes  
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