



Euromonitor
International

Limited-Service Restaurants in China

February 2024

Table of Contents

Limited-Service Restaurants in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Limited-service restaurants sees high single-digit value growth, with pizza performing particularly well

Delivery sales hampered as eat-in traffic resumes

The leading domestic player in limited-service restaurants loses share

PROSPECTS AND OPPORTUNITIES

Limited-service restaurants set to maintain solid growth over 2023-2028

Localisation will remain an important sales generator for multinational brands

Market entry opportunities likely to emerge in low-tier cities

CATEGORY DATA

Table 1 - Limited-Service Restaurants by Category: Units/Outlets 2018-2023

Table 2 - Sales in Limited-Service Restaurants by Category: Number of Transactions 2018-2023

Table 3 - Sales in Limited-Service Restaurants by Category: Foodservice Value 2018-2023

Table 4 - Limited-Service Restaurants by Category: % Units/Outlets Growth 2018-2023

Table 5 - Sales in Limited-Service Restaurants by Category: % Transaction Growth 2018-2023

Table 6 - Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2018-2023

Table 7 - GBO Company Shares in Chained Limited-Service Restaurants: % Foodservice Value 2019-2023

Table 8 - GBN Brand Shares in Chained Limited-Service Restaurants: % Foodservice Value 2020-2023

Table 9 - Forecast Limited-Service Restaurants by Category: Units/Outlets 2023-2028

Table 10 - Forecast Sales in Limited-Service Restaurants by Category: Number of Transactions 2023-2028

Table 11 - Forecast Sales in Limited-Service Restaurants by Category: Foodservice Value 2023-2028

Table 12 - Forecast Limited-Service Restaurants by Category: % Units/Outlets Growth 2023-2028

Table 13 - Forecast Sales in Limited-Service Restaurants by Category: % Transaction Growth 2023-2028

Table 14 - Forecast Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2023-2028

Consumer Foodservice in China - Industry Overview

EXECUTIVE SUMMARY

Consumer foodservice in 2023: The big picture

2023 key trends

Competitive landscape

Independent foodservice developments

What next for consumer foodservice?

MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2018-2023

Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023

Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023

Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023

Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023

Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023

Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023

Table 22 - Sales in Consumer Foodservice by Fulfilment: % Foodservice Value 2018-2023

Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023

Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023

Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023

Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028

Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/limited-service-restaurants-in-china/report.