



Euromonitor  
International

# Full-Service Restaurants in China

February 2024

Table of Contents

## 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  
Alimentari set to grow rapidly by addressing the gap in mid-priced Italian dining

#### CATEGORY DATA

- Table 1 - Full-Service Restaurants by Category: Units/Outlets 2018-2023
- Table 2 - Sales in Full-Service Restaurants by Category: Number of Transactions 2018-2023
- Table 3 - Sales in Full-Service Restaurants by Category: Foodservice Value 2018-2023
- Table 4 - Full-Service Restaurants by Category: % Units/Outlets Growth 2018-2023
- Table 5 - Sales in Full-Service Restaurants by Category: % Transaction Growth 2018-2023
- Table 6 - Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2018-2023
- Table 7 - GBO Company Shares in Chained Full-Service Restaurants: % Foodservice Value 2019-2023
- Table 8 - GBN Brand Shares in Chained Full-Service Restaurants: % Foodservice Value 2020-2023
- Table 9 - Forecast Full-Service Restaurants by Category: Units/Outlets 2023-2028
- Table 10 - Forecast Sales in Full-Service Restaurants by Category: Number of Transactions 2023-2028
- Table 11 - Forecast Sales in Full-Service Restaurants by Category: Foodservice Value 2023-2028
- Table 12 - Forecast Full-Service Restaurants by Category: % Units/Outlets Growth 2023-2028
- Table 13 - Forecast Sales in Full-Service Restaurants by Category: % Transaction Growth 2023-2028
- Table 14 - Forecast Sales in Full-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/full-service-restaurants-in-china/report](http://www.euromonitor.com/full-service-restaurants-in-china/report).