

# Research and Investment of Catering Industry in China 2016-2021

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## Abstracts

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The revenue of national catering industry in 2015 and Jan.-May 2016 are RMB3,231 billion and RMB1,377.6 billion, with year-on-year growth of 11.7% and 11.3% respectively. Fast food market has maintained strong growth momentum with the annual turnover increase of 5.17%. It is estimated that the revenue of national catering industry in 2016 will over RMB3,500 billion.

Mass catering has become the main player of the market as it accounts for 80% demands out of three trillion catering revenues. Currently, the market has been guided by consumers' demands for the safety, health, specialty and service in the catering industry. To this end, small and delicate restaurant, chain store with single product, wedding and other merry-making events as well as shopping mall catering business is mostly like to be the future trends. In addition, new industrial models have experienced rapid growth. Models of catering industry, including fast food, group buying, hot pot, leisure catering business, snacks, community catering, shopping mall restaurant, take-out and take-away and health regimen have boomed. Furthermore, O2O model of China's catering business has experienced rapid increase, featured by robust growth in take-out market undergoing constant improvement.

In the future, the catering industry in China will keep growing at 18% annually; China will cultivate more than 100 catering enterprise groups with distinctive regional characteristics, fine cultural atmosphere, great social influence and annual turnover of over RMB1 billion; the catering industry over the country attracts a population of over 25 million for employment; according to the plan, China will build 800 staple food processing and distributing centers and 160,000 chain and standardized breakfast

outlets, standardize a batch of fast food brands, so as to facilitate the initial formation of a development pattern in which mass catering is the main part, balanced development of various catering types can be achieved, and the overall development level basically adapts to the catering consumption demands of residents.

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