

China Fast Food Market: Size, Trends & Forecasts (2018-2022)

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Abstracts

Scope of the Report

The report titled “China Fast Food Market: Size, Trends & Forecasts (2018-2022)”, provides an in-depth analysis of the China fast food market by value, by delivery, by segments, etc.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall China fast food market has also been forecasted for the period 2018-2022, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The China fast food market is dominated by few players, but there are numerous other players as well. The competition in the China fast food market is dominated by McDonald's, Yum China. Further, the key players in the market, i.e., Beijing McDonald's Food Co Ltd., Yum China Holdings, Inc., Jollibee Foods Corporation (Shanghai Yonghe King Co. Ltd.), have been profiled with their financial information and respective business strategies.

Company Coverage

Beijing McDonald's Food Co Ltd.

Yum China Holdings, Inc.

Jollibee Foods Corporation (Shanghai Yonghe King Co. Ltd.)

Executive Summary

The fast food industry includes restaurants where consumers pay for quick-service food products before eating. Food items and drinks may be consumed on premises, taken out or delivered to the customer. Fast food is a mass-produced food, i.e., generally prepared and served quicker than traditional food. Fast food typically refers to food sold in a restaurant and served to the customers in a packaged form or for take-away.

In China, fast food came in the early 1980s through entry of western fast food brands, and received huge success in a short period of time. Although in beginning, fast food was popular among teenager, but now all the people, the young and the old, like to eat fast food. Fast food has various benefits, like it is more convenient and cheap, and saves time, etc. However, fast food has lower nutrition and is more fattening, and could lead to obesity and various other problems

China fast food market has been segmented on the basis of type and market players. Major fast food brands in China primarily franchise restaurants.

China fast food market has increased at a significant CAGR during the years 2013-2017 and projections are made that the market would rise in the next four years i.e. 2018-2022 tremendously.

The fast food market is expected to increase due to growing per capita disposable income of people, rapid urbanisation and lifestyle changes, etc. Yet the market faces some challenges due to food safety issues and growing health consciousness among the people.

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