Chinese Fast Food Chain Industry Overview in China, 2016-2020

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Abstracts

Description

Chinese fast food is featured with less processes, simple varieties, convenient eating, quick services, low prices and good taste as well as nutrition after upgrading. The Chinese fast food chain industry refers to Chinese fast food operated in chain stores.

In China, foreign-owned western fast food chain enterprises emerged in the mid 1980s, while Chinese fast food chain started from late 1990s.

Major consumer groups of Chinese fast food chain stores include young office workers and students without time to have family dining.

According to CRI, the sales revenue of Chinese fast food increased from CNY 65.2 billion in 2011 to CNY 103.6 billion in 2015 with the CAGR of 12.3%, which was higher than the growth rate of the catering industry and GDP in China during the corresponding period.

CRI research shows that Chinese fast food chain brands are classified into national ones such as Ajisen Ramen, Zhenkungfu, Lihua Fast Food and Yonghe King together with regional ones such as Old Uncle and duck blood and vermicelli soup. The market competition is intense due to the product homogeneity. According to CRI, the aggregate market share of top 5 enterprises in the Chinese fast food chain industry was about 14% with a concentration rate far lower than that of western one in China in 2015. Therefore, this industry is expected to experience a consolidation in the future.

The internal competition is intense in the Chinese fast food chain industry. Meanwhile,

western fast food chain stores such as KFC and McDonald's possess market advantages in China. Additionally, the Chinese fast food chain still faces challenges from low-end and mid-end single restaurants at stations and commercial centers with a large passenger volume together with difficulties including the standard production, training time for the kitchen staff and the brand popularity of enterprises compared to western leading ones.

Catering consumption concepts changes with the improvement of economy, livelihood, urbanization and the pace of life. Eating out becomes more frequent and reasonable with more selectivity. Therefore, requirements on consumption quality increase including brands, food safety, nutrition, health and short service time. Certain Chinese consumers prefer Chinese fast food to western one being single, deep-fried with high fat and calorie.

CRI estimates that the CAGR of the sales revenue in the Chinese fast food chain industry will remain above 10% and the market size will reach over CNY 150 billion in China from 2011 to 2020.

Through this report, the readers can acquire the following information:

Definition and Classification of Fast Food Industry

Research Methods of the Report

Policy Environment and Economic Situation in Fast Food Industry in China

Supply and Demand Status in Fast Food Industry in China, 2011-2015

Competition Status in Chinese Fast Food Chain Industry in China

Analysis on Top 5 Enterprises in Chinese Fast Food Chain Industry in China

Development Opportunities and Driving Forces Faced by Chinese Fast Food Chain Industry in China

Risks and Challenges in Development of Chinese Fast Food Chain Industry in China

Costs of Raw Materials and Retail Prices in Chinese Fast Food Chain Industry in China

Prediction on Development of Chinese Fast Food Chain Industry in China, 2016-2020

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