

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

https://marketpublishers.com/r/CA19558BBC7EN.html

Date: August 2016

Pages: 30

Price: US\$ 1,800.00 (Single User License)

ID: CA19558BBC7EN

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



Contents

1 RELEVANT CONCEPTS OF CHINESE FAST FOOD CHAIN INDUSTRY

- 1.1 Definition and Classification of Chinese Fast Food Chain
 - 1.1.1 Definition of Chinese Fast Food Chain
 - 1.1.2 Classification of Chinese Fast Food Chain
- 1.2 Research Methods of the Report
 - 1.2.1 Parameters and Assumptions
 - 1.2.2 Data Sources
- 1.3 About CRI

2 ANALYSIS ON CHINESE FAST FOOD CHAIN INDUSTRY IN CHINA, 2011-2015

- 2.1 Development Environment of Chinese Fast Food Chain Industry in China
 - 2.1.1 Economic Environment Faced by Chinese Fast Food Chain Industry
 - 2.1.2 Policy Environment Faced by Chinese Fast Food Chain Industry
 - 2.1.3 Social Environment Faced by Chinese Fast Food Chain Industry
- 2.2 Analysis on Supply in Chinese Fast Food Chain Industry
- 2.3 Demand for Chinese Fast Food Chain in China
 - 2.3.1 Major Consumer Group of Chinese Fast Food Chain Industry
 - 2.3.2 Market Scale of Chinese Fast Food Chain Industry

3 COMPETITION STATUS OF CHINESE FAST FOOD CHAIN MANUFACTURING INDUSTRY IN CHINA, 2013-2015

- 3.1 Barriers to Entry in Chinese Fast Food Chain Industry
 - 3.1.1 Policy Barriers
 - 3.1.2 Barriers of Sales Channels
 - 3.1.3 Brand Barriers
- 3.2 Competition Structure of Chinese Fast Food Chain Industry in China
 - 3.2.1 Bargaining Ability of Raw Material Suppliers of Fast Food
 - 3.2.2 Bargaining Ability of Fast Food Consumers
 - 3.2.3 Internal Competition of Chinese Fast Food Chain Industry
 - 3.2.4 Potential Entrants of Chinese Fast Food Chain Industry
 - 3.2.5 Substitutes of Chinese Fast Food Chain

4 TOP 5 CHINESE FAST FOOD CHAIN ENTERPRISES IN CHINA, 2013-2015



- 4.1 Zhenkungfu Catering Management Co., Ltd.
- 4.1.1 Enterprise Profile of Zhenkungfu
- 4.1.2 Sales Revenue and Market Share of Zhenkungfu
- 4.2 Shanghai Yonghe King Co., Ltd.
 - 4.2.1 Enterprise Profile of Yonghe King
 - 4.2.2 Sales Revenue and Market Share of Yonghe King
- 4.3 Ajisen (China) Holdings Limited
 - 4.3.1 Enterprise Profile of Ajisen
- 4.3.2 Sales Revenue and Market Share of Ajisen
- 4.4 Lihua Fast Food Co., Ltd.
 - 4.4.1 Enterprise Profile of Lihua Fast Food
- 4.4.2 Sales Revenue and Market Share of Lihua Fast Food
- 4.5 Daniang Dumpling Restaurant Group Co., Ltd.
 - 4.5.1 Enterprise Profile of Daniang Dumpling
- 4.5.2 Sales Revenue and Market Share of Daniang Dumpling

5 ANALYSIS ON COSTS AND RETAIL PRICES OF CHINESE FAST FOOD CHAIN INDUSTRY IN CHINA, 2013-2015

- 5.1 Analysis on Production Costs of Chinese Fast Food Chain Industry, 2013-2015
- 5.2 Analysis on Prices of Chinese Fast Food in China, 2013-2015

6 PREDICTION ON DEVELOPMENT OF CHINESE FAST FOOD CHAIN INDUSTRY IN CHINA, 2016-2020

- 6.1 Factors Influencing the Development of Chinese Fast Food Chain Industry
- 6.1.1 Major Driving Forces and Market Opportunities in Chinese Fast Food Chain Industry
- 6.1.2 Risks and Challenges in Chinese Fast Food Chain Industry
- 6.2 Predictions on Supply in Chinese Fast Food Chain Industry in China
 - 6.2.1 Prediction on Number of Chinese Fast Food Restaurants in China, 2016-2020
 - 6.2.2 Prediction on Product Structure of Chinese Fast Food
- 6.3 Forecast on Demand in Chinese Fast Food Chain Industry in China, 2016-2020



Selected Charts

SELECTED CHARTS

Chart Disposable Income Per Capita in China, 2011-2015

Chart Revenue of Catering Industry in China, 2011-2015

Chart Related Policies Concerning Catering Industry Issued by Chinese Government, 2010-2015

Chart Number of Chinese Fast Food Restaurants in China, 2011-2015

Chart Market Size of Chinese Fast Food Chain Industry in China, 2011-2015

Chart Major Chinese Fast Food Chain Enterprises and Their Market Shares in China, 2013-2015

Chart Sales Revenue of Zhenkungfu, 2013-2015

Chart Market Share of Zhenkungfu in Chinese Fast Food Chain Industry in China, 2013-2015

Chart Sales Revenue of Yonghe King, 2013-2015

Chart Market Share of Yonghe King in Chinese Fast Food Chain Industry in China, 2013-2015

Chart Sales Revenue of Ajisen, 2013-2015

Chart Market Share of Ajisen in Chinese Fast Food Chain Industry in China, 2013-2015 Chart Sales Revenue of Lihua Fast Food, 2013-2015

Chart Market Share of Lihua Fast Food in Chinese Fast Food Chain Industry in China, 2013-2015

Chart Market Share of Daniang Dumpling in Chinese Fast Food Chain Industry in China, 2013-2015

Chart Wholesale Price Trend of Pork in China, 2013-2015

Chart Wholesale Price Trend of Rice in China, 2013-2015

Chart Prediction on Number of Chinese Fast Food Restaurants in China, 2016-2020

Chart Forecast on Market Size of Chinese Fast Food Chain in China, 2016-2020



I would like to order

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

Product link: https://marketpublishers.com/r/CA19558BBC7EN.html

Price: US\$ 1,800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/CA19558BBC7EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:		
Last name:		
Email:		
Company:		
Address:		
City:		
Zip code:		
Country:		
Tel:		
Fax:		
Your message:		
	**All fields are required	
	Custumer signature	

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970