

Assessment of the Fast Food Market in China

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Abstracts

Executive Summary

The Chinese fast food industry has been experiencing strong growth for almost a decade now. The sector's revenue in China is forecasted to grow at an average annual rate of over 14% to arrive at USD 147 billion in 2016. Various factors such as the changing lifestyle along with lesser leisure time available with people has lead to consumers moving away from eating in conventional full-service restaurants and choosing fast-food joints. Also contributing to the growth of fast food restaurants is the increasing disposable income and the greater Western culture influence in China.

The Chinese market has both Western style fast food and Chinese style fast food restaurants. It has been seen that the Western-style fast-food restaurants are growing at a greater rate than the Chinese-style outlets, in terms of both operating revenue and number of joints. International players such as KFC and McDonald's are well established in China, however, domestic fast food players occupy approximately 70% of the market share. China is

Why should the report be purchased?

The report 'Assessment of the China Tourism Market' highlights key drivers of and trends emerging in the Chinese fast food industry. A competitive landscape of the market has been provided and strategies of key international and domestic players have been presented. The current market scenario and future prospects of the sector has also been examined.

Research methodology and delivery time

SRI has conducted in depth secondary research to arrive at key insights. Data collected

from key industry sources has been analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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