

China Restaurant Market: Analysis By Transaction Volume, By Type (Full-service Restaurants, Limited-service Restaurants, Cafes/Bars, and Others), By Ownership (Independent Foodservice and Chained Foodservice), By Food Type (Chinese Cuisine, Hotpot, Western and Casual Dining, Group Meal, Japanese Cuisine, Fast Food, and Others), Size and Trends with Impact of COVID-19 and Forecast up to 2029

March 2024



# China Restaurant Market: Coverage

Executive Summary and Scope

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China Market Analysis

Impact Of COVID-19

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Competitive Landscape

Company Profiling

# China Restaurant Market: Coverage

## Scope of the Report

Attributes	Details
Title	China Restaurant Market: Analysis By Transaction Volume, By Type (Full-service Restaurants, Limited-service Restaurants, Cafes/Bars, and Others), By Ownership (Independent Foodservice and Chained Foodservice), By Food Type (Chinese Cuisine, Hotpot, Western and Casual Dining, Group Meal, Japanese Cuisine, Fast Food, and Others), Size and Trends with Impact of COVID-19 and Forecast up to 2029
Coverage	China
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2024-2029
Competition in the Market	Highly fragmented
Key Players	Yum China Holdings, Inc., McDonald's Corporation, Jollibee Foods Corporation; Papa John's International, Inc.; Jiumaojiu International Holdings Ltd.; Ajisen (China) Holdings Ltd.; Yoshinoya Holdings Co., Ltd. (Yoshinoya China Holdings Co., Ltd.); Xiabuxiabu Catering Management Co., Ltd.; DPC Dash Ltd (Domino's Pizza China); Haidilao International Holding Ltd.; China Quanjude (Group) Co., Ltd.; and Nayuki Holdings Limited

# China Restaurant Market: Coverage

## Executive Summary

Restaurants are establishments that prepares and serves meals and beverages to customers for payment, offering the choice of on-site (dine-in), take-away (takeout) and delivery options. China restaurant market encompasses various restaurants in China that serves meals and snacks for on-site consumption or takeout, including full service restaurants, fast-food outlets, cafeterias, bars, and other places that prepare, serve, and sell food and beverages to consumers. China restaurant market value stood at US\$625.21 billion in 2023, and is expected to reach US\$939.32 billion by 2029. The market is expected to grow at a CAGR of 7.02% over the projected period of 2024-2029.

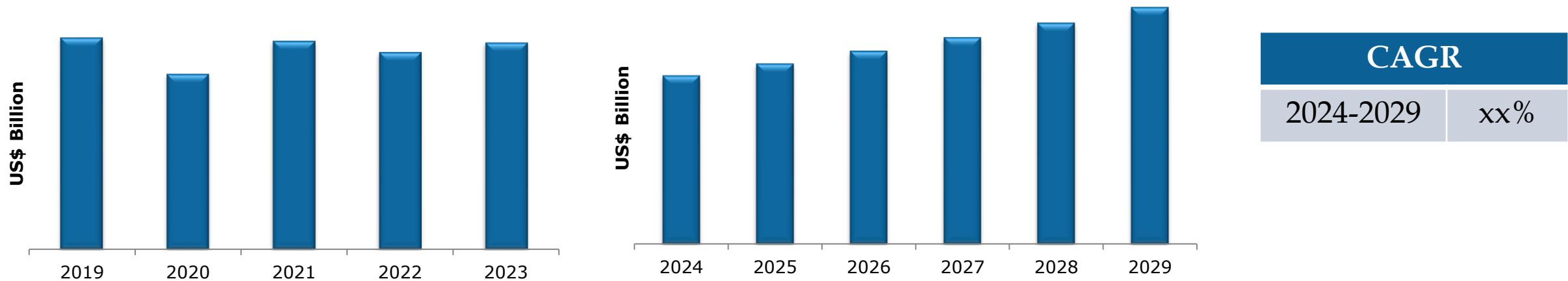
The china restaurant market by value is segmented on the basis of type (full-service restaurants, limited-service restaurants, cafes/bars, and others), ownership (independent foodservice and chained foodservice), and food type (Chinese cuisine, hotpot, western and casual dining, group meal, Japanese cuisine, fast food, and others). In terms of value, full-service restaurants is the largest segment of China restaurant market, whereas the trend towards LSR and Cafes (bars) are significantly increasing in the region.

The growth of China restaurant market was negatively impacted in 2020, as lockdown policies and social distancing measures imposed by the Chinese government to prevent the spread of virus forced various social gathering places such as stand-alone restaurants, malls, hotels, office buildings, tourist areas, etc., to either shut down or operate with limited capacity, resulting in a sudden drop in customer traffic, reduced group dining activities, and huge revenue losses for restaurants, impeding the growth of China's restaurant market.

The China restaurants market has increased from 2020-2023 and the projections are made that the market will continue to rise in the next five years i.e. 2024-2029. The demand for restaurants has been rising significantly in recent years, owing to rise in disposable income, rapid urbanization, increase in number of fast-food restaurants, rising social media penetration, increase in number of shopping malls, rapid digitalization, increasing penetration of smart devices, etc. Further, the market is expected to grow at a rapid pace, driven by increasing trend of solo diners, shifting emphasis on sustainability and responsible sourcing, increasing focus on digital marketing and branding, growing demand for theme based restaurants, increasing demand for prepared or on-the-go food, rising adoption of cutting-edge technology, etc. Yet the market faces some challenges such as fluctuating labor costs, volatile inflation rate of food products, etc.

# China Restaurant Market: Analysis

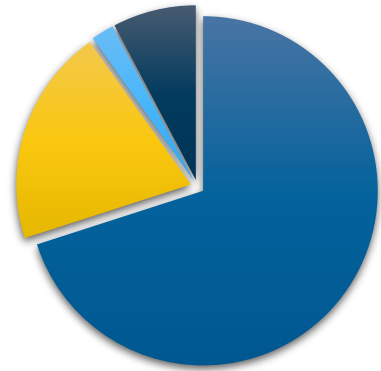
## China Restaurant Market by Value



China restaurant market was valued at US\$... billion in 2023 and is anticipated to reach up to US\$... billion by 2029 from US\$... billion in 2024, with a CAGR of xx%.

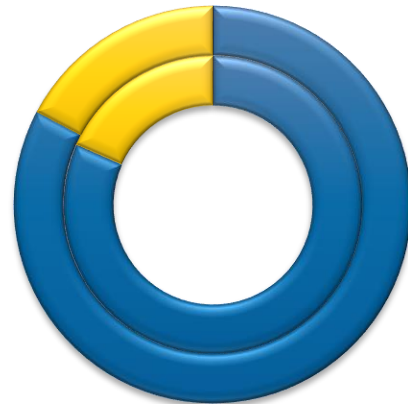
# China Restaurant Market: Analysis

## China Restaurant Market by Type; 2023



Type	Share (2023)
Full-service Restaurants	xx%
Limited-service Restaurants	xx%
Cafes/Bars	xx%
Others	xx%

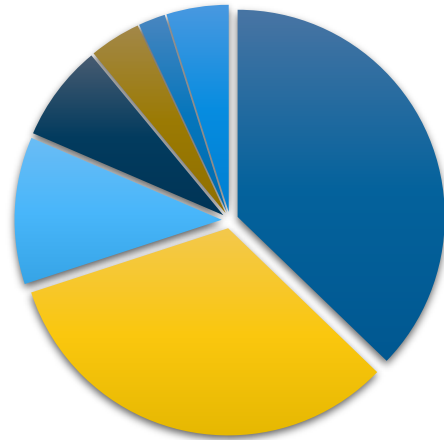
## China Restaurant Market by Ownership; 2019 and 2023



Ownership	Share (2019)	Share (2023)
Independent Foodservice	xx%	xx%
Chained Foodservice	xx%	xx%

# China Restaurant Market: Analysis

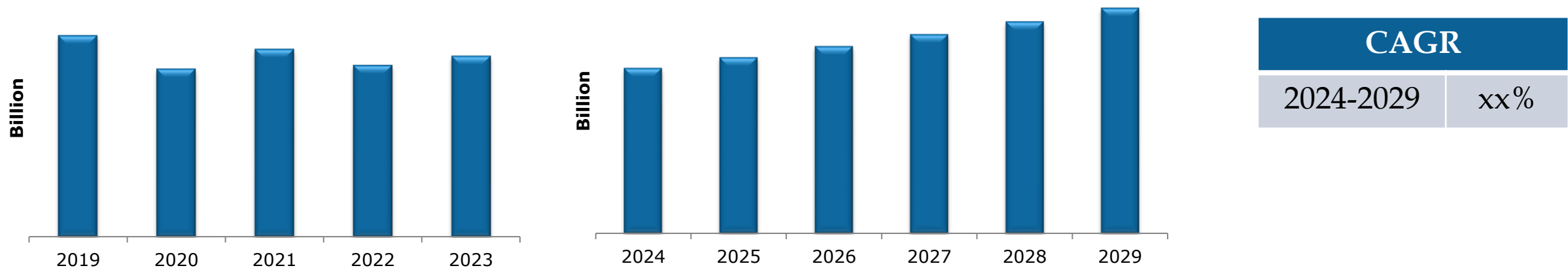
China Restaurant Market by Food Type; 2023



Type	Share (2023)
Chinese Cuisine	xx%
Hotpot	xx%
Western And Casual Dining	xx%
Group Meal	xx%
Japanese Cuisine	xx%
Fast Food	xx%
Other	xx%

# China Restaurant Market: Analysis

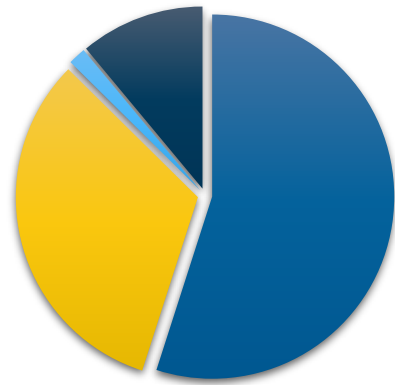
## China Restaurant Market by Transaction Volume



China restaurant market transaction volume was ... billion in 2023 and is anticipated to reach up to ... billion by 2029 from ... billion in 2024, with a CAGR of xx%.

# China Restaurant Market: Analysis

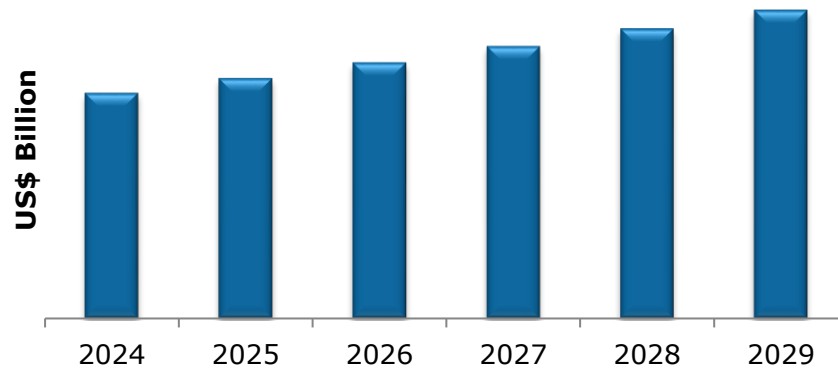
## China Restaurant Market Transaction Volume by Type; 2023



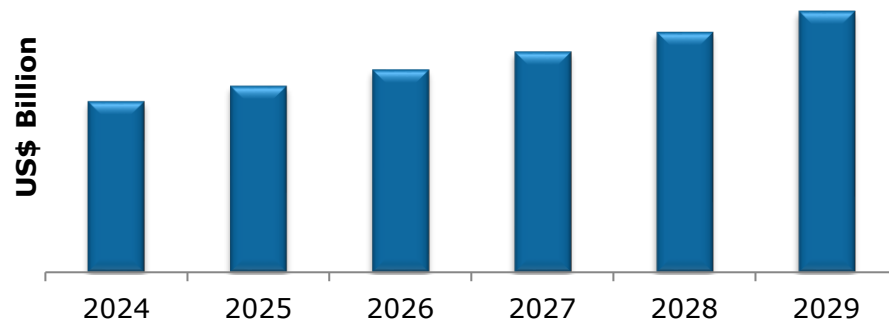
Type	Share (2023)
Full-service Restaurants	xx%
Limited-service Restaurants	xx%
Cafes/Bars	xx%
Others	xx%

# China Restaurant Market: Type Analysis

## China Full-Service Restaurant Market by Value



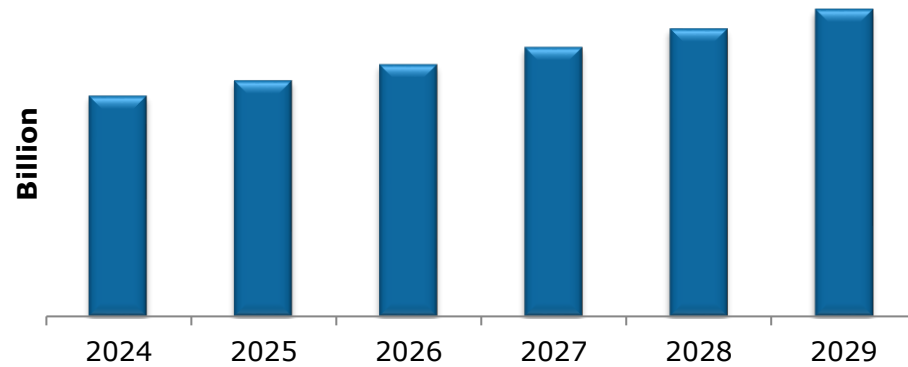
## China Limited-Service Restaurant Market by Value



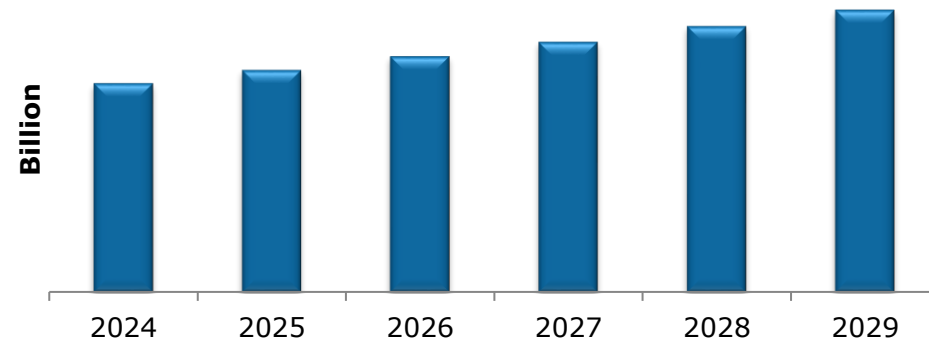
Type	Share (2024-2029)
Full-service Restaurants	xx%
Limited-service Restaurants	xx%
Cafes/Bars	xx%
Others	xx%

# China Restaurant Market by Transaction Volume: Type Analysis

## China Full-Service Restaurant Market by Transaction Volume



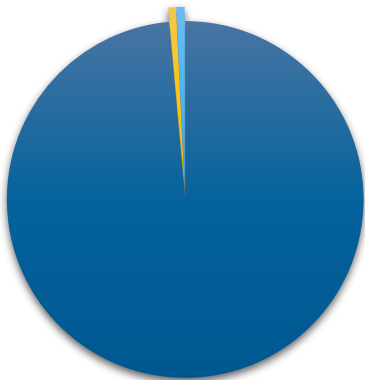
## China Limited-Service Restaurant Market by Transaction Volume



Type	Share (2024-2029)
Full-service Restaurants	xx%
Limited-service Restaurants	xx%
Cafes/Bars	xx%
Others	xx%

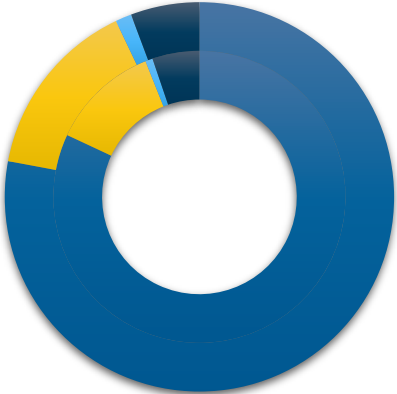
# China Restaurant Market: Type Analysis

China Full-Service Restaurant Market by Segment; 2023



Type	Share (2023)
Asian Food	xx%
Pizza	xx%
Others	xx%

China Limited-Service Restaurant Market by Segment; 2019 and 2023



Ownership	Share (2019)	Share (2023)
Asian Food	xx%	xx%
Burger and Chicken Related	xx%	xx%
Pizza	xx%	xx%
Others	xx%	xx%

# China Restaurant Market: Dynamics



# China Restaurant Market: Competitive Landscape

## Players Profiled

- ❑ Yum China Holdings, Inc.
- ❑ McDonald's Corporation
- ❑ Jollibee Foods Corporation
- ❑ Papa John's International, Inc.
- ❑ Jiumaojiu International Holdings Ltd.
- ❑ Ajisen (China) Holdings Ltd.
- ❑ Yoshinoya Holdings Co., Ltd. (Yoshinoya China Holdings Co., Ltd.)
- ❑ Xiabuxiabu Catering Management Co., Ltd.
- ❑ Haidilao International Holding Ltd.
- ❑ China Quanjude (Group) Co., Ltd.
- ❑ Nayuki Holdings Limited
- ❑ DPC Dash Ltd (Domino's Pizza China)

Chinese Chain Restaurant Players By Number of Restaurants Owned in Mainland China; 2022 (Units)

