

# China's FSR and QSR Post Strong Recovery in 1H 2021

After being severely impacted by COVID-19 last year, Chinese FSR and QSR accelerated their recovery progress and achieved growth rates far higher than the market average during the first half of 2021. Chinese FSR grew by 12% compared to the 1H 2019 benchmark. And Chinese QSR grew by 5% versus 1H 2019. **Here is a closer look.**

## FSR for lunch, QSR for dinner

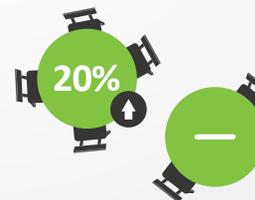


Dinner traffic for Chinese QSR grew by **5%** in 1H 2021 compared to 1H 2019.



## Party size shrank in FSR, grew in QSR

**Full Service**  
For Chinese FSR, parties of 3 or more shrank in traffic share during 1H 2021. Solo and pair diners grew by 20%.



**Quick Service**  
For Chinese QSR, parties of 2 or more grew by 20% vs. 1H 2019. Solo diners remained flat.

## 2 age groups significantly increased their dining habits



For Chinese QSR, the younger age group posted the highest traffic recovery, growing **10%**, vs 1H 2019.



As China's foodservice industry moves through these stages of business recovery, you can rely on our deep data, industry expertise, and prescriptive analytics to help you confidently understand this rapidly changing market.

Source: The NPD Group/CREST®, quarter ending June 2021



If you have questions, or if we can support your business in any way, please contact Felicia Ke at +86 (21) 62753222 ext. 302 or email [felicia.ke@npd.com](mailto:felicia.ke@npd.com)

