

Foodservice Trends: Tier 1 and Tier 2 Cities in China

Knowing what's happening in Tier 1 and Tier 2 foodservice markets in China can help you target your messaging, refine your menus and pricing, and meet consumers' needs. **Here is a quick look at our CREST data.**

RISE IN TRAFFIC LED TO ORGANIC GROWTH IN TIER 1 CITIES



Items per eater declined 6.8%, while prices rose 7.1%. Consumers tended to order more expensive products and reduced the number of items per meal.



They were more open to small channels and willing to try new food.

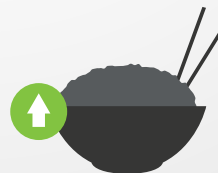


Snacking dayparts grew aggressively.

TIER 2 GROWTH ALSO TRAFFIC-DRIVEN



Items per eater was flat (0%), while prices rose 1.6%. Combo meals continued to grow in importance.



Chinese quick service restaurants and lunch grew most.



Delivery was a key growth driver.

Superior information for data-driven decisions

Our **CREST** service offers insight on consumer purchases of commercially prepared meals and snacks in China and around the globe. It tracks purchases in the commercial restaurant industry, as well as ready-to-eat foods/beverages purchased from other retail establishments such as convenience and food stores.

Source: The NPD Group/CREST, 12ME September 2018 and YOY comparison



For more data and insights about China's foodservice industry, email sally.peng@npd.com.

