

INTRODUCTION

Although China restaurant industry is growing stably in recent years, the high-end market is going through a hard time due to the anti-corruption activities by government since 2012. In order to raise the attendance, many high-end restaurants are transforming themselves to public catering.

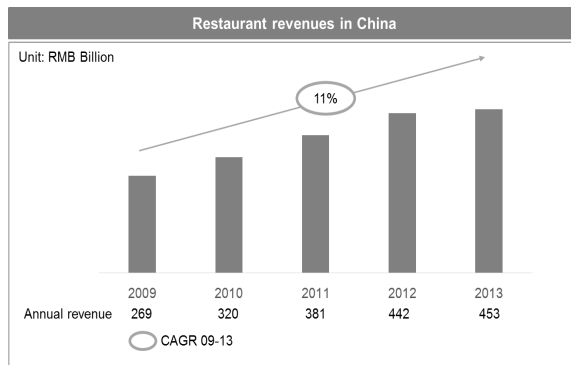
CLIENT BACKGROUND

Our client is a world-famous investment group who is interested in developing a high-end restaurant in China. They want to have an in-depth understanding about the market size and market trend in China.

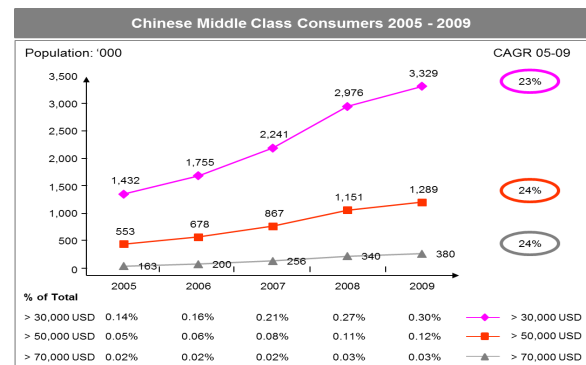
KEY FINDINGS

- High-end restaurant is strongly impacted by anti-corruption activities by government
- Shanghai, Beijing, and Hongkong are the three biggest markets for high-end restaurants
- High-end restaurants lower their price by adjusting the menu and giving out group coupons and vouchers

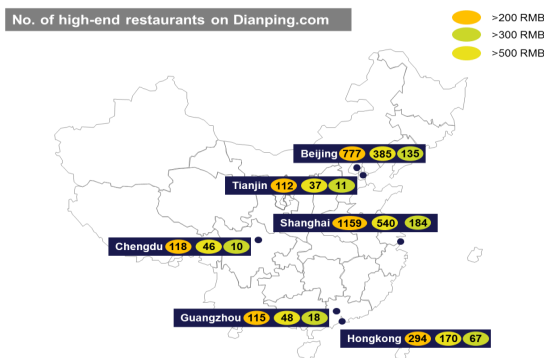
Restaurant revenues in China kept a stable growth in recent years



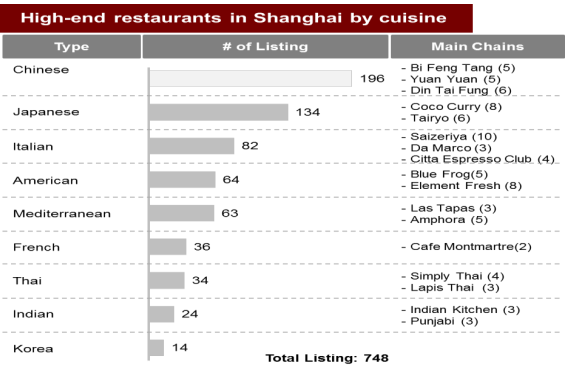
Chinese middle class has been growing rapidly in recent years



Top 3 markets for high-end restaurant in China are Shanghai, Beijing, and Hongkong



Chinese, Japanese, and Italian cuisine are the most popular in Shanghai



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