

China's Food & Beverage Industry

WHITE PAPER

April 2024




daxueconsulting

Contents

Introduction	3
Section I: Our survey on health perceptions	4
Section II: The tribes of F&B consumers	12
Healthy food tribes	13
Coffee tribes	26
Alcohol tribes	36
Section III: China's restaurants industry	48
Conclusions: What should brands focus on in the future?	55
About Daxue Consulting	56



Introduction

In recent decades, Chinese dietary habits have undergone significant transformation, shaped by a complex interplay of factors extending beyond food choices. These shifts result from a higher level of prosperity, increased health awareness, exposure to diverse cultures, and the pervasive influence of modern technologies and media.

As disposable income rises, Chinese consumers increasingly prioritize the quality of their meals, leading to premiumization. This shift reflects a preference for freshness, quality, and natural ingredients over low prices and long storage times.¹ Consumers are opting for higher-quality products, even if it means paying a premium. Simultaneously, heightened health awareness is driving more consumers to focus on fitness and reconsider their dietary choices, leading to a growing demand for healthier food and beverage options. Phrases like "0 fat, 0 calories, 0 sugar" (0脂0卡0糖) have become taglines on soft drinks, and a surge in healthy Food and Beverage (F&B) alternatives underscores this evolving preference.

Fueled by the cosmopolitan Gen Z, a coffee craze has swept through major Chinese cities, presenting the beverage as a chic and energizing product. This trend has attracted both international and domestic players, resulting in a proliferation of coffee shops across the country. The emergence of localized offerings, incorporating elements like tea and flowers, has become the new norm, imparting a distinctive flair to the evolving coffee culture in China.

Despite the prevalent dominance of baijiu in the local wine and spirits market, the thirst for alcoholic drinks among Chinese consumers is diversifying. The market is opening up to a wide range of products, with foreign liquors serving as status symbols, especially reserved for special dinners and social events. A notable shift is observed among younger consumers, particularly women, who are increasingly drawn to cocktails. The hashtag "self-made cocktails" (#自制鸡尾酒#) has garnered over 370 million views on Xiaohongshu as of January 2024. This surge in popularity underscores a growing trend of enjoying cocktails at home, often seen as a personal indulgence or a way to unwind after a day of work.

Sources:

1. Purchase criteria for food in China as of December 2023
<https://www.statista.com/forecasts/1348254/purchase-criteria-for-food-in-china>

Section I: Our survey on health perceptions

In order to best grasp the modern Chinese concept of health food, we asked 1,000 Chinese consumers to rank how they perceive the health-level of certain foods and nutrients. The commonly accepted definition of what's healthy is continually shifting with new discoveries, and more influentially, what information is dispersed among a population. This ever-changing perception of health immensely impacts a consumer's dietary habits, especially in the modern world where there's an abundance of choice.



How health beliefs have evolved in the last few years

Our survey found that among Chinese consumers, protein and dietary fiber maintain their status as the most highly regarded nutrients for health. Compared to our 2021 survey, there is a decreasing number of individuals considering added sugars to be healthy. A notable shift is observed in the perception of fats, with fewer people viewing them positively. Despite this trend, 45.1% of individuals still believe that trans-fat is either healthy or neutral, highlighting persistent confusion on this topic.

Trans fat has emerged as a hot topic online, particularly on platforms like Xiaohongshu, where around 54,000 posts are dedicated to educating users about this harmful nutrient and identifying foods containing it.

Overall, there has been a significant increase in nutrient awareness since 2021. While only 6.4% of individuals remain unfamiliar with Omega-3 (a notable decrease from 40% in 2021), over one-fourth of the surveyed consumers still perceives it as unhealthy.

What is your perceived health level of the following nutrients?

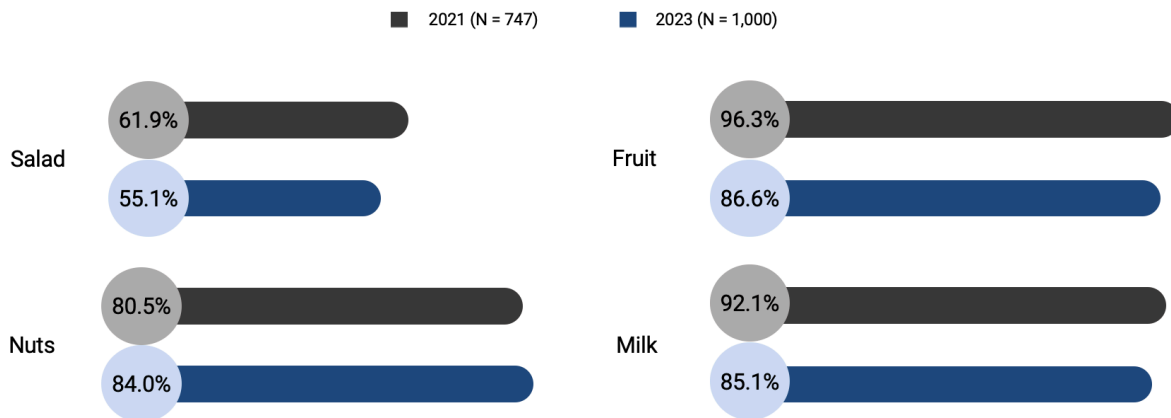
2021
(N= 747)

	Very unhealthy	Unhealthy	Neutral	Moderately healthy	Very healthy	Unfamiliar
Protein	0.1%	1.1%	11.2%	56.0%	30.3%	1.3%
Added sugars	3.5%	19.1%	43.8%	28.0%	4.3%	1.3%
Fat	1.6%	14.1%	39.9%	37.1%	5.9%	1.5%
Trans fat	19.8%	31.1%	24.8%	8.4%	2.1%	13.8%
Omega-3	0.9%	3.5%	32.0%	24.2%	8.4%	39.9%
Caffeine	2.8%	18.7%	47.4%	25.7%	3.2%	2.1%
Fiber	0.1%	0.9%	5.9%	58.8%	33.2%	1.1%
Carbs	1.1%	6.2%	30.1%	49.7%	12.3%	0.7%

2023
(N= 1,000)

	Very unhealthy	Unhealthy	Neutral	Moderately healthy	Very healthy	Unfamiliar
Protein	0.6%	1.0%	10.8%	29.9%	55.3%	2.4%
Added sugars	10.6%	33.1%	31.5%	16.4%	5.8%	2.6%
Fat	10.0%	24.2%	35.8%	21.7%	7.1%	1.2%
Trans fat	29.7%	18.9%	22.3%	14.5%	8.3%	6.3%
Omega-3	7.3%	19.6%	35.5%	22.9%	8.3%	6.4%
Caffeine	8.8%	27.5%	36.3%	19.6%	6.0%	1.8%
Fiber	1.1%	1.6%	10.0%	25.8%	58.2%	3.3%
Carbs	2.9%	9.3%	31.5%	34.0%	20.7%	1.6%

Do you consider the following food healthy?



Food

Over the past two years, perceptions regarding the health benefits of certain foods have remained relatively stable. Dairy products continue to enjoy widespread recognition among Chinese consumers. The majority of individuals opt for domestically produced milk (60.4%) and cheese (35.9%). However, as monthly income rises, the preference for Chinese products becomes less pronounced. In higher income brackets, New Zealand and Australian milk and cheese gain increasing appeal.

Despite the prevalence of lactose intolerance and the high fat content, respondents generally perceive milk and nuts as very healthy. Salads, on the other hand, are not widely considered a staple for health-conscious consumers in China. The preference for hot and cooked dishes remains prevalent, overshadowing the positive perception of salads.

Interestingly, a segment of consumers considers coke as a healthy drink, possibly influenced by the popularity of sugar-free options. This perception was also enhanced as it was further reinforced through a recent collaboration with the renowned Chinese gym chain SUPERMONKEY, encouraging gymgoers to share photos with the hashtags #CocaColaChina and #SUPERMONKEY to receive a complimentary small bottle of Coca-Cola Zero Sugar or some special gadgets.



Image: Xiaohongshu, KOL promoting the Coca-Cola x SUPERMONKEY campaign

Seasonings

According to our respondents, olive oil stands out as the healthiest oil category, followed by peanut oil and rapeseed oil, although the differences in rankings were not remarkable. As for seasonings, salt and chicken essence have the highest number of people recognizing them as unhealthy. However, it's interesting to note that MSG, often considered a health hazard in western countries, enjoys a positive reputation in China, with over 68.6% of people deeming it as healthy.

Do you consider the following seasonings healthy?

	Unhealthy	Neutral	Healthy	Unfamiliar
Olive oil	2.0%	17.0%	77.7%	3.3%
Corn oil	4.6%	23.6%	69.2%	2.6%
Soya-bean oil	5.0%	31.3%	61.4%	2.3%
Peanut oil	2.3%	24.0%	72.0%	1.7%
Rapeseed oil	3.2%	25.1%	69.7%	2.0%
MSG	4.0%	22.3%	68.6%	5.1%
Salt	29.9%	41.0%	27.1%	2.0%
Chicken essence	25.5%	36.2%	37.1%	1.2%
Oyster sauce	13.3%	39.3%	44.8%	2.6%
Bean sauce	14.6%	42.3%	41.2%	1.9%
Ketchup	11.4%	37.3%	50.2%	1.2%
Mayo	21.4%	35.8%	38.8%	4.2%

Top factors when it comes to buying healthy products

According to our survey, Chinese consumers approach healthy food with a holistic perspective that extends beyond mere considerations of calories and sugar, giving priority to overall nutritional value over individual nutrients.

Food high in protein caters to a broad spectrum of health-conscious individuals, making it a significant driving factor in dietary choices. On Xiaohongshu, the keyword "protein-rich" has gained remarkable popularity, accumulating an impressive 2 million results. This surge in interest underscores the growing fascination among Chinese consumers with gym culture and protein-intensive diets. Despite the widespread prevalence of the tagline "0 calorie, 0 fat, 0 sugar" on food and drink labels, our survey reveals that respondents prioritize other factors when it comes to purchasing healthy food.

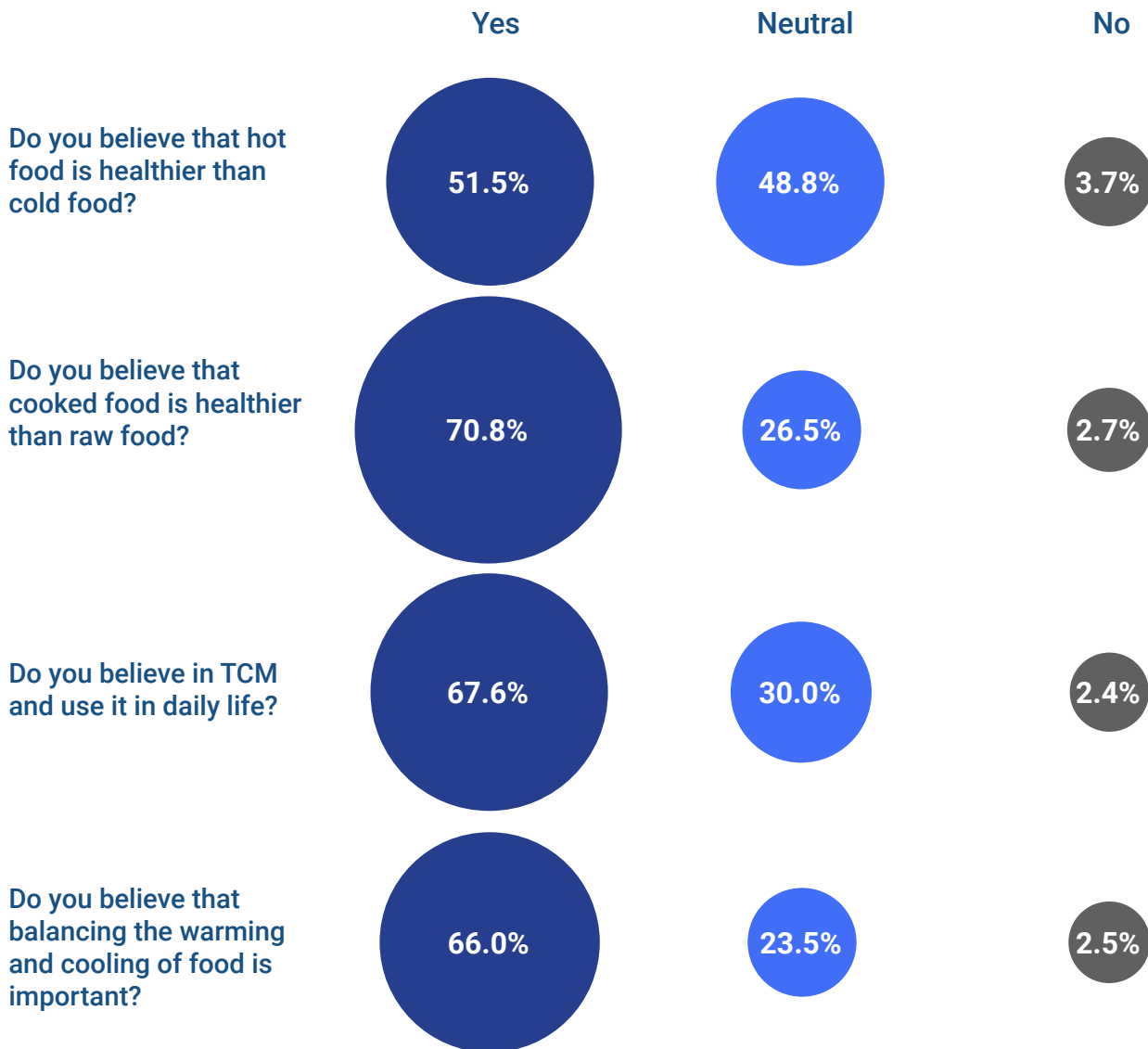
Although there is a societal focus on weight loss, calorie content ranks as the second-to-last most important factor when making shopping decisions.

Traditional Chinese Medicine

A significant majority of our respondents expressed a belief in Traditional Chinese Medicine (TCM) concepts related to food, a sentiment that transcended age, gender, city tier, and income level. For example, most believe that it is important to have a balance of “hot” and “cold” foods.

Gen Z emerged as particularly strong advocates of these traditional beliefs. However, when examining the actual purchasing behavior for healthy food, the presence of TCM ingredients emerged as the least important factor. This apparent contradiction can be understood through the lens of Guochao, an increased consumer preference toward Chinese brands, traditions, and design. For Chinese young consumers, affirming belief in TCM may serve as a way to express cultural confidence rather than acting as a guiding principle in their dietary choices.

However, it is interesting to note that skepticism towards TCM in food tends to rise with increasing income levels.



Supplements

High-income Millennial women residing in higher-tier cities dominate the consumer landscape for health supplements in China. 51% of women incorporate supplements into their routine on a weekly basis, compared to just 37% of men. Central to their supplement preferences is the pursuit of combatting skin aging, a key driver influencing their choices. In our survey, 8 of the top 15 widely used supplements have antioxidant or anti-aging properties, highlighting the significant influence of skincare considerations on their choices. Beyond anti-aging supplements, the second most preferred category includes those designed for energy enhancement and stress management.

Age and income affect the consumption of health supplements. As consumers age, there is a discernible inclination towards purchasing anti-aging-antioxidants and energy-boosting supplements, such as selenium, fish oil, and royal jelly. Intriguingly, Vitamin A appears to be an exception, showing an increase in consumption among younger individuals, possibly influenced by social media trends promoting skincare routines advocating for Vitamin C in the morning and Retinol (a form of Vitamin A) in the evening. This trend appears to have spilled over into dietary habits, with consumers seeking more Vitamin C and A in food, particularly fruits, and supplements to enhance skin health from both inside and out.

Top 15 most consumed supplements

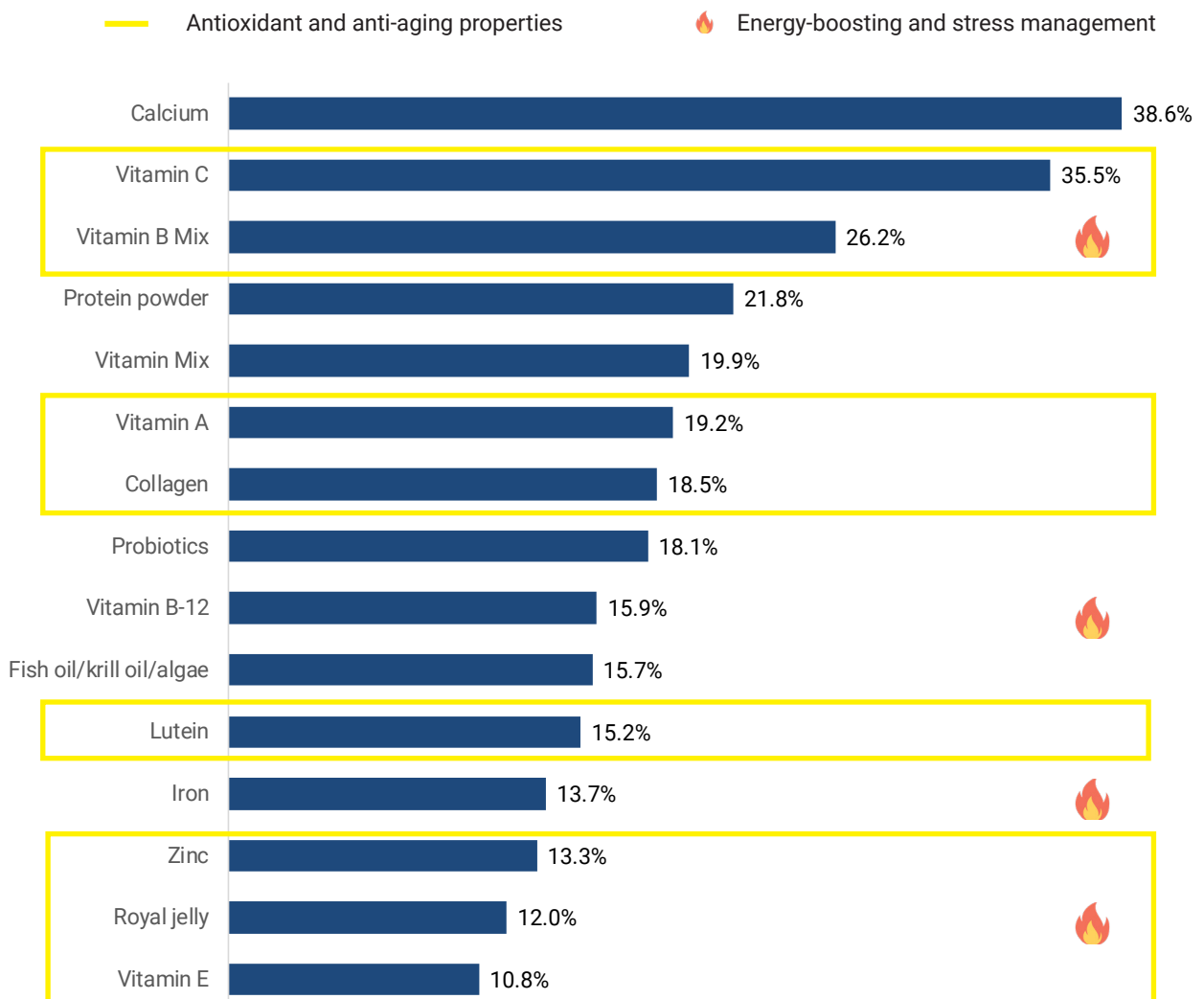




Image: Xiaohongshu, KOL promoting the Whole root all-night elixir

Income emerges as a pivotal factor influencing supplement choices. Vitamin A and C decreases with income. Conversely, collagen, lutein, omega-3, and royal jelly, which tend to be pricier, see increased consumption with higher incomes.

In the energy-boosting category, higher-income brackets favor magnesium, melatonin, ginseng, and royal jelly, while lower-income groups opt for cost-effective vitamin B12 and B complex, perhaps due to perceived cost-effectiveness.

Launched in 2022, the TCM energy drink “一整根熬夜水” (Whole root all-night elixir) has capitalized on this landscape, offering affordable ginseng water. Its transparent bottle with an actual ginseng root went viral, targeting aspirational white-collar consumers in higher-tier cities. As of February 2024, the keyword 一整根 (whole root) has around 3.2 million views on Xiaohongshu, showcasing its online presence.

Eating and cooking habits in China

More than 60% of respondents prefer cooking at home. Stir-frying emerges as the favored cooking method for over a third of participants. Western-style methods like air frying, baking, and microwaving are not widely used in China but are gaining traction among higher-income and higher-tier cities, indicating a greater willingness to experiment and ability to afford such kitchen appliances. Baking ranks lower due to its limited integration into Chinese traditions and the relatively low popularity of ovens in small urban kitchens.

Where do you look for recipes?



Social media platforms like Douyin (抖音) and Xiaohongshu (小红书) far surpass specialized platforms like Xiachufang (下厨房) and recipe books as preferred sources for cooking recipes. This holds true across age groups, underscoring the widespread influence of short-video apps in the daily lives of Chinese consumers.

Around 37.4% of our respondents host friends at home at least once per month, with Millennials being the most frequent hosts. Moreover, as China’s drinking culture is highly motivated by social interactions, there exists a correlation between alcohol consumption and frequency of entertaining guests. Drinking alcohol together is perceived as a robust method for fostering strong social and emotional connections.

Instant food and fast food in China

Instant food and drinks are widely popular in China, with over 51% of survey respondents consuming them at least once a week. Notably, both low and high-income individuals contribute significantly to the instant food market, signaling that convenience and time-saved are as important of a driver as price. Accordingly, respondents from lower-tier cities consume instant food less frequently, suggesting a correlation with the fast-paced lifestyle prevalent in higher-tier cities.

In contrast to the West, where fast food is often considered a health hazard, fast-food burgers in China position themselves as low-calorie options. Interestingly, those who have tried a low-calorie diet are more likely to consume fast food at least once a week.

Moreover, in China, fast food carries a more upscale image, with survey results indicating that higher income is associated with more frequent fast-food consumption. As a result, Western fast-food chains in China are not afraid of rising prices, creating space for cheaper local competitors like Tastien.

A notable success story is the entry of the US burger chain Shake Shack in 2019. Quickly establishing itself as a premium restaurant chain, Shake Shack attracts Chinese white-collar workers and the upper middle class. Its strategic locations in luxury malls and upscale areas in higher-tier cities contribute to its appeal and success in the Chinese market.

To stand out in the competitive F&B market and effectively target upscale consumers, businesses can benefit from strategic branding services. Crafting a comprehensive brand book and refining brand positioning can ensure a consistent brand image across all touchpoints.

Moreover, exploring co-branding initiatives with high-end brands can elevate consumer perception and enhance reputation.

Click here to learn more about [IP collaboration in China](#) or reach out to us at dx@daxueconsulting.com to unlock valuable insights and gain a competitive edge in the F&B market.



Image: Xiaohongshu, KOC's top picks for diet-friendly McDonald's hamburgers



Image: Xiaohongshu, user dubbing Shake Shack as "the Hermès of hamburgers"

Section II: The tribes of F&B consumers

China's dynamic F&B scene undergoes constant evolution, mirroring societal and lifestyle transformations. This phenomenon is especially pronounced in the healthy food, coffee, and alcohol markets, where dietary shifts have led to the emergence of diverse tribes that unite around shared habits, tastes, and beliefs.

In this vibrant landscape, understanding consumer tribes is crucial for businesses aiming to establish strong connections and tailor their offerings effectively. Through tribe segmentation, businesses can identify distinct communities with shared values, preferences, and lifestyles, allowing for targeted marketing strategies and personalized product offerings.

Contact us at dx@daxueconsulting.com to hear case studies on how clients expand their consumer base through tribe marketing.

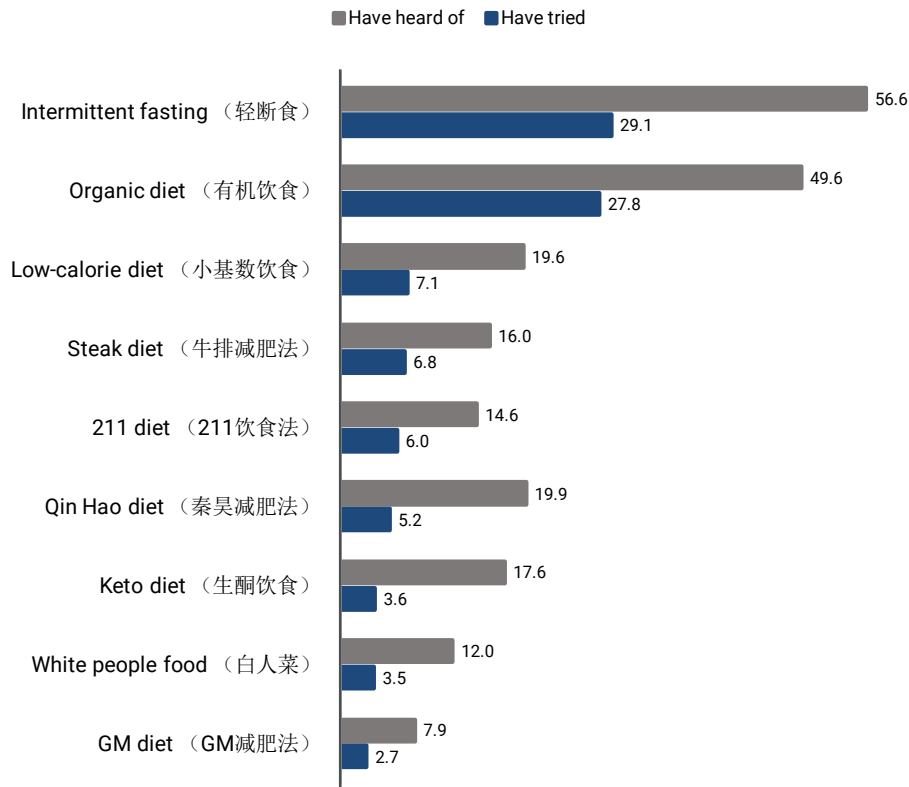




**Part I:
Healthy food tribes**

As dietary preferences continue to evolve globally, China is witnessing the emergence of various diet trends. Based on our survey, prominent diets in China include intermittent fasting (29.1%), organic diet (27.8%), and low-calorie diet (7.1%). Additionally, food tribes like keto, 211, and steak diets are gaining traction on social media, boosted by influencers such as Key Opinion Leaders (KOLs) and celebrities. These tribes, driven by weight loss and healthier living goals, actively influence newcomers and share success stories on platforms like Douyin and Xiaohongshu, where new recipes are also discovered. This trend not only reflects changing nutritional preferences but also underscores the significant role of social media in shaping dietary trends in China.

Most popular diets (in %)



Healthy food tribe #1: Keto diet

Tribe personal profile

- 26-40 year olds
- First and new-first tier city residents
- Job: students, white-collar
- Primary influence area: USA

“我发现，爱吃肉肉的姐妹真的可以生酮减肥，吃肉吃饱，咖啡还可以正常喝。虽然以前只喝拿铁，但现在get新口味，美式兑30毫升0糖气泡水。简直是减重人的口福。”

“I discovered that people who love to eat meat can really lose weight through ketosis, feel full after eating meat, and drink coffee as usual. Although I only drank lattes before, I've tried something new :Americano mixed with 30ml zero sugar sparkling water. It's simply a treat for those who want to lose weight.”

Lifestyle habits/interests



Mindfulness practices



Cooking



Fitness

Top brands

- Bulletproof coffee
- Meirisou (每日瘦)
- Ideal Fuel (理想燃料)

Example KOL



Barkely (百克力)

- Streamer for Oriental TV
- 40k fans on Douyin
- Currently adopting a keto diet

Meals



Trending hashtags used by the keto tribe

- #幸福减脂 **happy weight-loss**
- #分享减肥经验 **sharing my weight loss experience**
- #卡路里 **calories**
- #减肥日常 **daily weight-loss**
- #内调 **internal regulation**
- #生酮 **keto**

What resonates with them

“High fat can increase the feeling of fullness and accelerate the body's ability to use its own fat for energy. Used in the right way, it will not make you gain weight, and it will probably make you lose some.”

Amount of critics

Tribe preferences

Vegetarianism

High-fat

Processed food

High-carb

Origin and core philosophy of the keto diet in China

The ketogenic diet (keto) was originally developed in the United States as a therapeutic approach for treating seizures. In recent years, the keto diet has experienced a resurgence in popularity, primarily as a weight loss and wellness approach, and eventually reached China as recently as 2017.² China's keto diet tribe was spread mainly by social media like Xiaohongshu, and KOLs and celebrities such as the Chinese actor and director Dong Chengpeng (董成鹏).³

The body uses two sources for fuel: carbohydrates and fat. Carbohydrates are the default fuel of the body, but when there are no carbs available, the body goes into ketosis and uses fat for fuel. The keto diet tribe leverages this bodily function to lose weight by almost entirely cutting carbs out of their diet. Because this diet is relatively restrictive, it fosters a sense of community among participants who encounter the same challenges, such as finding low-carb alternatives and dealing with the keto flu.

According to our survey, 3.6% have tried the keto diet. The primary demographic exploring this diet consists of Millennials (72.2%), followed by individuals aged 18 to 25 (16.7%). A significant proportion (72.2%) resides in first and new first-tier cities. Gender disparity is notable, with roughly two-thirds being women and one-third being men. Those who have experimented with keto predominantly earn monthly salaries between RMB 10,000 and 50,000 (72.3%).



Two thirds are women

Double diet: combining the keto diet with 16:8 intermittent fasting

On social media, many integrate the keto diet with a 16:8 intermittent fasting routine, consuming meals within an eight-hour window and fasting for 16 hours. Weibo's hashtag #轻断食+生酮饮食+运动=健康与苗条 (intermittent fasting + keto diet + exercise = healthy and slim) has over 2.2 million reads.⁴



Image: Xiaohongshu, Some netizens combine the keto diet with intermittent fasting

Sources:

2. Is the ketogenic weight loss method that's all over the Internet really suitable for you?

https://m.sohu.com/a/210724991_128742?_trans_=010004_pcwzy

3. Ketogenic weight loss is very popular, should you use it?

<https://piyao.kepuchina.cn/h5/rumordetail?id=amvx>

4. Weibo

<https://bit.ly/3wCsylJ>

Intermittent fasting is popular in China, with 29.1% of surveyed individuals having explored it, particularly among women (64.3%). Integrating keto with intermittent fasting is believed to enhance fat burning by restricting carbohydrates and glycogen, prompting the body to rely on fat for fuel.

Favorite products and lifestyle habits of the keto tribe

On social media, the keto community endorses brands offering low-carb, high-fat products. One example is Bulletproof coffee, which is a high-fat drink made from coffee combined with unsalted butter and a medium chain triglyceride, usually coconut oil, that's intended to provide sustained energy and mental clarity throughout the day. In China, Mo Tong (魔酮) and Ideal Fuel (理想燃料) are popular brands, offering no-sugar-added bulletproof coffee and milkshakes.

According to our survey of 1,000 respondents, bottled and instant coffee, as offered by Ideal Fuel, are the keto tribe members' preferred formats. This preference may stem from the convenience and portability offered by bottled and instant coffee formats, making them well-suited for busy professionals.

Unlike the general population and other food tribes, members of the keto tribe exhibit a preference for using air frying as one of their primary cooking methods. It is their second favorite cooking method after stir-frying. Despite the high-fat nature of the keto diet, the use of an air fryer provides a healthier alternative for frying, allowing individuals to maintain the desired taste and texture of their food. Xiaohongshu features various keto-friendly air fryer recipes, from fried chicken to Basque cake.

Beyond product endorsements, keto community members share cooking experiments, workouts, and mindfulness practices like yoga and meditation on social media.



Image: Xiaohongshu, Air-fried Egg tart recipe

Common criticisms of the keto diet

Critics of the keto diet raise concerns regarding nutritional imbalance, potential side effects like the "keto flu", and long-term feasibility.

First, critics argue that carbohydrate restriction may lead to nutrient deficiencies, such as vitamin B, commonly found in whole grains, cereal, bread, beans, and fruits.

Moreover, this kind of diet may cause the so-called "keto flu", characterized by frequent headache, fatigue, irritability, nausea, and constipation.⁶ Nevertheless, our survey indicates that keto tribe members are aware of this nutrient gap and are more likely to purchase B-complex supplements. In addition, our survey indicates that members of the keto tribe pay great attention to nutritional value when selecting healthy food, even more so than selecting food with low sugar content.

Lastly, critics also question the long-term feasibility of the keto diet, especially due to its impact on social settings. However, our survey revealed that only 38.9% of individuals adhering to the keto lifestyle cook at home for more than half their meals, compared to 61.2% for the general population, 48.5% for the steak diet tribe and 66.2% for the organic tribe. This indicates that despite the apparent restrictive nature of the keto diet, members of this tribe eat out more than average and seem to find meal options adapted to their lifestyle choice. Moreover, while intermittent fasting faces less criticism compared to keto due to its lack of food group restrictions, the combined approach receives scrutiny for potential nutrient deficiencies, social implications, and the risk of fostering disordered eating habits.

Sources:

6. Keto flu

<https://zhuanlan.zhihu.com/p/52421593>

Healthy food tribe #2: 211 dieters

Tribe personal profile

- 26-40 year olds
- Job: students, white-collarers
- Primary influence area: Taiwan (China)

“在「211餐盘」中相当注重蔬菜营养成分的比例，占了每餐餐盘的一半体积，建议选择可以确认蔬菜主成分，像是各色叶菜、蘑菇类、海藻类、红白萝卜、甜菜椒等。除了可提供丰富的膳食纤维，提高饱足感，还有微量营养素、植化素等，能帮助排便顺畅、调节生理机能。”

“The “211 Plate” emphasizes the proportion of vegetables, which account for half of the volume of each plate. It is recommended to choose various leafy vegetables, mushrooms, seaweed, red radishes, and beets. In addition to providing rich dietary fiber and improving satiety, they also prevent constipation and regulate physiological functions.”

Lifestyle habits/interests



Vlogging



Cooking

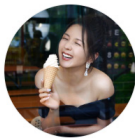


Fitness

Top brands

- Subway
- Sam's Club
- Metro (麦德龙)
- Freshippo (盒马鲜生)
- Grandpa's Farm (爷爷的农场)

Example KOL



何洁

小红书号: 119028684 | IP属地: 北京

小红书商务合作: hjwka@163.com

中国

2 关注 14.4万 粉丝 20.8万 获赞与收藏

He Jie (何洁)

- Chinese singer
- Currently adopting the 211 diet

Meals



早餐



晚餐

Trending hashtags used by the 211 dieters

#瘦子饮食习惯 **skinny eating habit**

#211饮食 **211 diet**

#211餐盘 **211 plate**

What resonates with them

“The 211 diet is 50% dietary fiber + 25% protein + 25% carbohydrate, that's, 50% fruits and vegetables + 25% meat + 25% staple food. Losing fat by adopting a nutritious and balanced diet will help you maintain it in the long term. It will also help you to develop better eating habits.”

Amount of critics



Tribe preferences

Vegetarianism



High-fat



Processed food



High-carb



Origin and core philosophy of the 211 diet

Led by Chinese singer He Jie (何洁), the 211 diet tribe gained traction on Xiaohongshu after she shared her weight loss journey, dropping from 80kg to 45kg. Her story quickly became popular, emphasizing the importance of three meals a day, each comprising 50% fruits and vegetables, 25% meat, and 25% staple food.⁷

The members of the 211 tribe prioritize balance in nutrients for sustainable weight loss, rather than completely eliminating any of them. Additionally, the popularity of the 211 diet tribe is further emphasized by Dr. Song Yanren's book, "A lifetime of slimming: the 211 full balance weight loss method" (终生瘦用211全平衡瘦身法) published in 2019. This book serves as a notable reference for the community, detailing the personal weight loss journey of Dr. Song, who successfully shed 20kg by adhering to the principles of the 211 diet.⁸

Who are the 211 dieters

Among our 1,000 respondents, 6.0% of them have tried the 211 diet before, with slightly more men (7%) than women (5.1%) participating. Men on social media link the 211 diet with leaning down, sharing meal images and gym workout results. 70% of participants in the 211 diet typically fall into the middle-/upper-middle-income group, with a monthly salary of RMB 10,000 to RMB 50,000. Again, the age group between 26 and 40 shows a higher participation rate, with 63.3% of individuals who have tried the 211 diet falling within this age range, followed by 18% between 41 and 60.

Our survey indicates that for members of the 211 diet tribe, the nutritional value of food is their top priority, with 33.3% of respondents emphasizing this aspect. Following closely, 20% consider calorie content, preferring low-caloric options, a preference not shared by other food tribes.



33.3%
of surveyed 211 dieters
prioritize the nutritional
value of their food

Favorite products and lifestyle habits of the 211 diet tribe

The 211 diet tribe does not enforce strict food restrictions but focuses on portion control and a generally low-fat or fat-free approach. They value flexibility in nutrient intake and often share grocery hauls from stores like Sam's Club and Metro on social media. Similar to the keto tribe, they also share fitness routines and culinary experiments online, offering insights into their health journeys.

According to our survey, members of the 211 tribe exhibit a higher coffee consumption compared to other food tribes, with 68% of them consuming coffee more than three times per week. Their preferred coffee formats include instant coffee, followed by bottled coffee and hand-brewed coffee.



68%
of surveyed 211 dieters
consume coffee more
than three times a week

Common criticisms of the 211 diet

While there are ongoing challenges and debates surrounding the effectiveness of the 211 diet, the predominant sentiment within the tribe tends to be relatively positive, especially when compared to more restrictive diets like keto. The main concern expressed within the community revolves around the size of portions, with some noting that they occasionally resemble smaller, child-sized servings.

Sources:

7. He Jie's Xiaohongshu profile

<https://bit.ly/3TclGuE>

8. Dr Song Yanren's book

<https://bit.ly/3leHiAk>

Healthy food tribe #3: Organic food enthusiasts

Tribe personal profile

- 30-40 year olds
- Married, at least one child
- Primary influence area: Australia, Germany, USA

“对于我来说, 饮食因素是相对可控的, 尽量避免摄入化学物质毒素等。每天给身体投入优质燃料, 保持好状态。”

“For me, dietary factors are relatively controllable, and I try to avoid ingesting chemical substances, toxins, etc. Give your body high-quality fuel every day to stay in good shape.”

Lifestyle habits/interests



Horticulture



Cooking



Family

Top brands

- Olé Supermarket
- Grandpa's Farm (爷爷的农场)
- Freshippo (盒马鲜生)


Example KOL



Vini (辣妈)

- 1.8 million fans on Douyin
- She shares how to select organic food and adapt to the organic lifestyle

Meals



Trending hashtags used by the organic enthusiasts

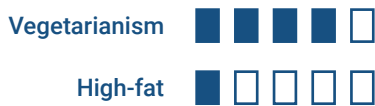
- #吃应季的蔬菜 **Eat in-season veggies**
- #健康饮食 **healthy eating**
- #干净饮食 **clean eating**
- #有机生活 **organic life**
- #有机蔬菜 **organic veggies**
- #可持续性发展 **sustainable development**
- #宝宝辅食 **baby's dietary supplement**

What resonates with them

“Opting for organic choices means prioritizing health, keeping your body clear of potential harm caused by pesticides, chemical fertilizers, herbicides, and other detrimental substances.” In essence, it serves as a fundamental means of safeguarding yourself and your family.”



Tribe preferences



Origin and core philosophy of the organic diet

The surge in organic food consumption in China is a response to growing food safety concerns. Beginning in 2000, organic food products entered the domestic market. This was followed by the emergence of non-food items like organic cotton clothes and cosmetics in first-tier cities since 2007. Subsequently, supermarkets began offering organic fruits and vegetables, contributing to the projected USD 30.9 billion organic market by 2028.⁹

Based on our poll, 27.8% of our respondents have previously experimented with an organic diet. The unique focus of the organic food community sets it apart from other dietary groups. Unlike some, this community is motivated not only by weight loss goals but also by a broader commitment to a healthy lifestyle. This broader appeal could be a key factor in its popularity among a diverse range of individuals. In our survey of 1,000 respondents, it was found that 37.4% of men have experimented with the organic diet, against 20.6% of women. Millennials (26 to 40) dominate the participation rate, with 45% of individuals who have tried the organic diet belonging to that generation, followed by the 41 to 60 group at 27%.

Lifestyle habits of organic food enthusiasts

Organic food enthusiasts often display an interest in horticulture, showcasing home-grown potted vegetables and herbs online. They are also avid tea drinkers, with 78.5% consuming tea more than once a week, compared to 66.7% of the keto tribe and 68.1% of the 211 diet tribe.

Moreover, many of those choosing the organic diet are mothers willing to provide their children with organic and wholesome meals. Our survey reflects this, with 74.8% of organic diet followers being married, and a striking 98% of them having at least one child. This commitment to organic choices underscores their desire for clean, pesticide-free food, emphasizing their dedication to family health.



Image: Xiaohongshu, Mothers share the organic meals they cook for their kids

Common criticisms of the organic food diet

Critics of the organic food diet often bring up the high cost associated with organic products, making it less accessible to a broader population. Furthermore, the nutritional differences between organic and conventional foods may not be substantial enough to justify the higher cost. Others complain about the limited availability of organic produce, especially in certain regions or during specific seasons. These criticisms indicate pain points for new entrants in the market to address.

Sources:

9. China Organic Food Market
<https://bit.ly/ChinaOrganicFoodMarket>

Healthy food tribe #4: Steak diet

Tribe personal profile

- 20-35 year olds
- Job: students, white-collar, bloggers and vloggers
- Primary influence area: China's Tier-1, -2, -3 cities

“坚持了一周的牛排减肥法，基本上是一天一斤，一共掉了6斤，可能之前我也一直用各种方法减肥，所以没有掉的特别多，但本人还是比较满意的哈。”

“I adhered to the steak diet for a week, lost around one pound a day, and ended up losing a total of 6 pounds. As I have tried many methods to lose weight before, I didn't lose much, but I am still quite satisfied.”

Lifestyle habits/interests



Vlogging



Cooking




Fitness

Top brands

- Costco
- Hejie (盒界)
- Baocaiwei (百草味)

Example KOL



肉肉减脂餐

小红书号: Dubel1991

家常菜 | 午餐便当 | 烘焙
厨房小白也能学会的快手减脂餐
好好吃饭❤️一起健康瘦
353289360@qq.com
减脂@美丽的大肉肉



美食博主

关注

肉肉减脂餐

- 86k fans on Xiaohongshu
- Sharing the daily healthy eating diet, 80% of them are

Meals

Trending hashtags used by the steak diet tribe

#蛋白质饮食 **protein diet**

#减肥 **weight loss**

#牛肉减肥法 **steak weight loss method**

#原切牛排 **raw beef**

What resonates with them

“The principle is to minimize carbs intake while prioritizing protein consumption. This approach aims to increase satiety, boost metabolism, and facilitate fat burning, leading to a more rapid and natural weight loss.”

Amount of critics

Tribe preferences



Origin and core philosophy of the steak diet

The steak diet gained prominence initially through the influence of a Chinese Douyin KOL named CC in early 2022. Known as the “CC beef weight loss method,” it involves consuming two pieces of lean beef at every meal for five consecutive days, followed by a 25-day period of three meals within an 8-hour window, aligning with intermittent fasting principles.¹⁰

Following this, an increasing number of individuals on Xiaohongshu began experimenting with this diet to assess its effectiveness. Similar to the keto diet, it focuses on fat burning by significantly reducing carbohydrate intake while increasing protein consumption. The core concept of daily meals revolves around eating steak and vegetables.

According to our survey, 6.8% have tried the steak diet before, with an equal representation of men and women.

Members of the steak tribe prioritize their food choices based on the nutritional value of the ingredients as their primary consideration. Followed by the organic nature of the food, reflecting a preference for items produced without synthetic pesticides or fertilizers. As one might expect, this is the tribe that places the most importance on protein consumption, with 11.8% considering it in their decision-making process, whereas it is not as important for the other food tribes like the 211 diet (10%), keto (5.6%) and organic tribes (10.1%).



Image: Xiaohongshu, Douyin KOL CC advocates the benefits of the steak diet



11.8%
of surveyed steak dieters
consider protein content
when choosing their food

Common criticisms of the steak diet

The steak diet has faced criticism from many individuals on social media due to side effects, including overall weakness, heart palpitations, night sweats, and insomnia. Moreover, critics argue that eating too much meat may increase the risk of cancer and heart diseases. Lastly, many critics question whether the effects of this diet are long-lasting. Even though the results may be impressive at first, the risk of rebound once they start eating normally again is very high.

Sources:

10. Can you lose weight quickly by just eating steamed buns and beef?
<https://finance.sina.cn/2023-04-20/detail-imyqynxv7717108.d.html>

Today's trends are tomorrow's tribes

White people food



During the summer of 2023, the trend of "white people food" (白人饭) took Chinese social media by storm, particularly on Xiaohongshu. Users flooded the platform with lunch snapshots, often showcasing raw vegetables, bread, crackers, and cold cuts. Originating from Chinese students abroad emulating their peers' lunch choices, this trend sparked lively discussions online.¹¹ While some criticized it as "sad" and lacking in satisfaction, others praised its convenience and perceived health benefits.

Guochao healthy food



A burgeoning trend making waves on social media is the emergence of Chinese-style low-calorie meals, challenging the stereotype that healthy eating must be bland and uninspiring. These meals aim to make weight loss more appealing by offering a variety of flavorful and satisfying options. From spicy boiled fish to the beloved tomato and egg pairing, along with meatballs and purple rice, Chinese low-calorie dishes showcase diverse flavors and textures.

General Motors diet



A trending diet gaining traction in China is the General Motor diet, named after the automotive brand that designed it to promote employee health. Known for its low-calorie regimen, it has garnered popularity in China, possibly due to its effectiveness for weight loss. Interestingly, it enjoys more fame in China than in its country of origin, the US. This diet shares similarities with intermittent fasting and is lauded for its rapid results. However, some netizens express doubts about its long-term sustainability, questioning its feasibility as a lasting dietary approach.

Popular hashtags

- #干净饮食 clean eating
- #白人饭 white people food
- #健康饮食 healthy food

Popular hashtags

- #中式轻食 Chinese-style light food
- #轻食沙拉 light salad
- #国风空卡餐 Guochao low-calorie meal

Popular hashtags

- #减肥 weight-loss
- #轻断食 intermittent fasting
- #GM减肥法 GM diet

Sources:

11. Chinese people are eating – and poking fun at – #whitepeoplefood
<https://bit.ly/3SPmh49>

Food for thought questions

- How can plant-based or alternative meat brands effectively position their products to be enjoyed alongside traditional meat dishes?
- What made avocados a status symbol in China while cranberries aren't?
- How to build brand recognition for produce with only a sticker?
- How can brands make their brand name stand out among consumers who prioritize country of origin?

Navigate the complexities of China's healthy food market with our expertise.
Reach out to us at dx@daxueconsulting.com to unlock valuable insights.



Follow our weekly insights or get in touch with us on WeChat



<https://www.linkedin.com/company/daxue-consulting>



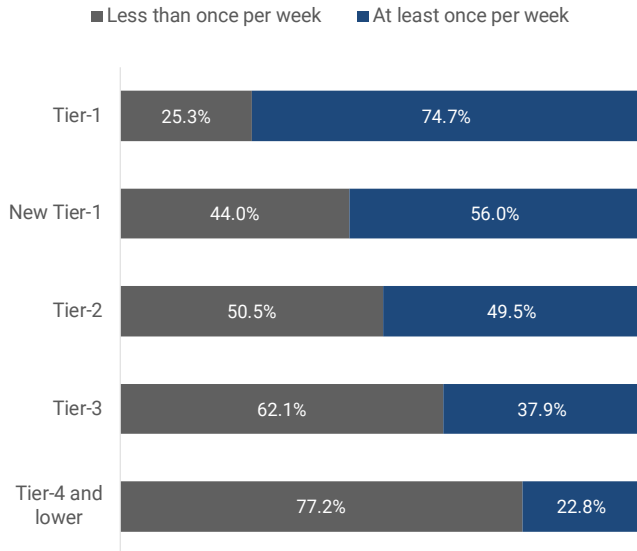
Part II:
Coffee tribes





Coffee consumption in China has been steadily increasing, particularly in higher-tier cities. However, it is not yet a daily habit, even in first-tier cities. Our survey found that only 54.2% of respondents consume coffee more than once a week.

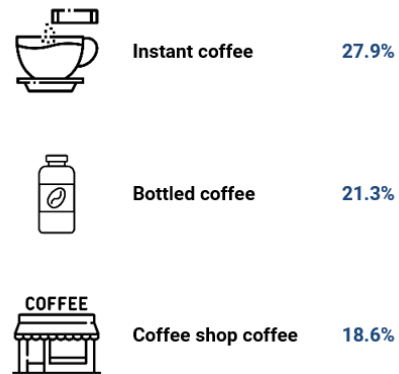
How often do you drink coffee?



Despite the majority of surveyed consumers emphasizing coffee quality (50.6%) as the primary factor in choosing a coffee shop, this preference does not necessarily translate into their at-home coffee choices. Instant (27.9%) and bottled coffee (21.3%) remain popular across all respondents, suggesting that consumers often prioritize functional benefits and convenience over the perceived taste and quality of coffee. Instead, coffee shop coffee ranks third most, chosen by 18.6% of our respondents.

The evolution of coffee culture in China has given rise to diverse tribes, each carving out their niche in the caffeinated world. Fitness enthusiasts form a fitness-centric coffee consumer tribe, driven by caffeine’s role in fat burning. They opt for black coffee for its low-calorie, high-caffeine profile, integrating it into their workout routines. Flavor Adventurers seek novelty and experience in coffee, exploring boutique coffee shops and innovative flavors, turning “cafe visit” (咖啡店探店) into a social media trend. Lifestyle Enthusiasts, inspired by lifestyle bloggers, incorporate coffee rituals into their daily routines, prioritizing quality of life and refinement. These tribes reflect evolving consumer habits, including emerging trends such as “C in the morning, A in the evening” (早C晚A), and coffee shops suitable for remote workers.

What is your favorite coffee type?



Demographic factors play a key role in coffee shop preferences. In lower-tier cities, consumers prioritize innovative flavors and ambiance. While those aged 41-59 value flavor innovation. Gen Z, on the other hand, places a higher emphasis on price, environment, and location in their choices.

Coffee tribe #1: Fitness enthusiasts

Tribe personal profile

- 20-35 year olds
- Job: students, white-collar, models, fitness and fashion bloggers

“减脂以来离不开的就是黑咖啡啦，基本每天都会喝。黑咖啡可以去水肿，运动的时候还可以加速燃脂，提升代谢！”

“Since I started to lose weight, drinking black coffee has become a must for me, basically I will drink everyday. Black coffee can help reduce edema, and drinking before working out can accelerate fat burning and improve metabolism.”

Lifestyle habits/interests



Vlogging



Cooking




Fitness

Top products & brands

- Instant coffee
- Drip coffee
- Americano
- SATURNBIRD (三顿半)
- Yongpu (永璞)
- Luckin Coffee (瑞幸)



Example KOL



就是万万

- 101k fans on Douyin
- She shares about her coffee making, diet and exercise

Coffee aesthetic

Trending hashtags used by the fitness enthusiasts

#空腹有氧 pre-meal cardio

#黑咖啡减肥 drink black coffee to lose weight

#我的健身日常 my fitness daily #减肥 lose weight

#冰美式 iced Americano

What resonates with them

“A fit body starts with a healthy mind – and both thrive on black coffee.”

Tribe preferences



The adoption of coffee in the Fitness Enthusiast tribe

Chinese celebrities known for their dedication to fitness and maintaining their physique, such as singer Jane Zhang (张靓颖), actress Ivy Chen (陈意涵), and actor Eddy Peng (彭于晏), began endorsing coffee on Weibo as early as 2012, sparking interest in coffee among their followers.¹²

Over the years, China's coffee consumption surged, growing into a USD 1.7 billion market.¹³ The celebrity Weibo posts from the 2010s have now blossomed into a tribe of fitness-focused coffee consumers.

Fitness fanatics love coffee because caffeine has the functions to boost athletic performance, promote fat loss, reduce edema, and provide mental alertness. Black coffee is particularly popular in this tribe, as it is low in calories and higher in caffeine. Some gym-goers tend to drink a cup in the morning before doing fasted cardio or take it as a pre-workout energy boost before hitting the gym.



Jane Zhang
(张靓颖)



Ivy Chen
(陈意涵)



Eddy Peng
(彭于晏)



Image: Xiaohongshu, SATURNBIRD products

Favorite coffee products and brands of the Fitness Enthusiast tribe

On social media, members of the Fitness Enthusiast community frequently endorse specific coffee brands and products. A notable example is SATURNBIRD (三顿半), an instant coffee brand packaged in vibrant pods, offering various roasts. The brand collaborates with activewear brands like Snowline (雪线), suggesting a synergy with the Fitness Enthusiasts' lifestyle.¹⁴ The brand is positioned as perfect for on-the-go consumers, including those with a sporty lifestyle.

Sources:

12. Weixin

<https://mp.weixin.qq.com/s/afkvCvVMZBP1tsiGpHP6xg>

13. Statista

<https://www.statista.com/outlook/cmo/hot-drinks/coffee/china>

14. SATURNBIRD – Xiaohongshu

<https://www.xiaohongshu.com/user/profile/59f7e5c4e8ac2b78109a7eaf>

Coffee tribe #2: Flavor adventurers

Tribe personal profile

- Job: students, white-collar, some bloggers and vloggers
- Urbanites residing in Tier-1 and Tier-2 cities

“五一去上海玩，刚好碰到上海咖啡界的天花板O.P.S回归！喝到了上海最好喝的特调咖啡，还遇上了O.P.S出新品，每一杯都太好喝啦。”

“When I went to Shanghai on May 1st vacation, O.P.S, the top of Shanghai coffee industry, came back! We had the best specialty coffee in Shanghai, and O.P.S came out with new products, every cup was so delicious!”

Lifestyle habits/interests



Food



Photography

Top products

New products in coffee shops

eg. Moutai latte, bellpepper coffee, lucky savory latte

Example KOL



是靓靓靓妹ya

- 45.8k fans on Xiaohongshu
- Café/restaurant explorer who shares drink and food recommendations

Coffee aesthetic



Trending hashtags used by the flavor adventurers

#打卡网红店 check in at a popular spot

#我的咖啡日记 my coffee diary

#周末去哪儿 where to go on weekends

咖啡探店 Café explorer

What resonates with them

“Coffee is more than just a morning pick-me-up – it’s an adventure in taste.”

Tribe preferences

Brand loyalty

Taste quality

Creativity

Price sensitivity

Nice environment

Origin of the tribe

With the rapid growth in the number of boutique coffee shops and innovation in flavors, “café visit” has become a popular activity on social media since 2018, with more than 4 million posts on Xiaohongshu related to the topic as of January 2024. In Shanghai, as of December 2023, there are 8,530 coffee shops, ranking first in the world.¹⁵ In addition, the constant innovation of coffee flavors adds to Flavor Adventurer’s enthusiasm. For instance, Luckin’s Moutai latte generated a lot of buzz on the Internet in September 2023.¹⁶ More recently, Taijuan coffee, a coffee shop serving lattes in bell peppers, has garnered the attention of Shanghai residents and netizens. While the taste of bell peppers did not translate in the beverage, many were enthusiastic about the innovative and picture-worthy drinking experience.



Image: X, Taijuan coffee



Image: Xiaohongshu, post from a flavor adventurer

Consumption and lifestyle habits of the Flavor Adventurer tribe

Flavor Adventurers are willing to try different coffee shops for the environment, concept, or taste. For them, enjoying coffee is not just about the beverage; it is a holistic experience. In that regard, they are not particularly loyal to specific brands or products. Flavor Adventurers tend to explore cafés with a few friends, indulging in coffee and desserts while capturing moments to post on social media. With a passion for fresh experiences and high-quality photography, they frequently spend their downtime attending exhibitions, visiting pop-up stores, and exploring unique restaurants.

Sources:

15. Baijiahao

<https://baijiahao.baidu.com/s?id=1766414720739268158&wfr=spider&for=pc>

16. Baijiahao

https://m.thepaper.cn/baijiahao_24670496

Coffee tribe #3: Lifestyle enthusiasts

Tribe personal profile

- 25-35- year-old
- Job: white-collar, housewives, bloggers, and vloggers

“推开法式优雅的复古木门，内侧的装修让人沉沦，优雅の香颂流淌在耳边，鼻尖弥漫着咖啡淡香，硬装风格与软装设计搭配出迷雾般绝伦的气质。”

“People push open the vintage wooden door of French elegance, and the inner decoration makes people immersed in it. Elegant music flows in the ear, the nose is filled with coffee light fragrance, hard decorating style and soft decorating design with a misty and overwhelming temperament.”

Lifestyle habits/interests



Fashion



Yoga



Art

Top products

Hand-brewed coffee
Specialty coffee

Single Origin Espresso
(SOE)

Example KOL



Livec_董小姐

- 251.8k fans on Xiaohongshu
- Lifestyle influencer sharing food, travel, and fashion posts

Coffee aesthetic



Trending hashtags used by the lifestyle enthusiasts

- #vlog我的一天 vlog of my one day
- #日常vlog daily vlog
- #一天吃什么 what to eat a day
- #独居 live alone

What resonates with them

“At our café, coffee is not just a commodity – it’s a form of art.”

Tribe preferences



Origin of the tribe

The increase in Lifestyle Enthusiasts can be attributed to the widespread influence of lifestyle bloggers on social media. These bloggers often showcase their daily routines through vlogs, covering topics like #getreadywithme, #travelvlog, and #dailyvlog. In contrast to Flavor Adventurers, the Lifestyle Enthusiast tribe emphasizes a lifestyle centered around coffee consumption and establishing daily routines, while the former encourages café-hopping, placing a spotlight on novelty and in-store experiences.

This tribe tends to be highly educated, female white-collar workers living in first-tier cities. Brewing a daily cup of coffee symbolizes their fundamental aspiration for a more refined life. An influencer in this tribe is @是当归哦, a KOL with over 1 million followers on Bilibili.

She predominantly shares content on coffee making, brunch preparation, shopping experiences, fitness, and fashion through her vlogs.¹⁷ Her videos place a significant emphasis on rituals and a commitment to enhancing the overall quality of life.



Image: Bilibili, page of @是当归哦

Consumption and lifestyle habits of the Lifestyle Enthusiast tribe

In addition to their morning brew, the members of this tribe express their passion for fashion, shopping, and art on social media platforms. An influential figure embodying this lifestyle on Xiaohongshu is Livec_董小姐, with over 253,000 followers, who frequently showcases her daily outfits accompanied by her coffee experiences.



Image: Xiaohongshu, Livec_董小姐's posts

Sources:

17. Bilibili

https://space.bilibili.com/351477766?spm_id_from=333.337.0.0

Today's trends are tomorrow's tribes

Digital nomads



Image: Xiaohongshu, post from a digital nomad

Over the past few years, coffee shops have transformed into havens for digital nomads, freelancers, and students seeking productive spaces. This shift is evident in the rise of coffee shops tailored to this demographic, as seen in the popular hashtag #适合办公的咖啡馆 (“Café suitable for work”) with 4.6 million views on Xiaohongshu. These spaces now serve as incubators for creativity and productivity, offering amenities like power outlets, self-service water stations, and high-speed Wi-Fi. These trends not only reflect changing consumer habits but also foster unique communities within the coffee culture.

Coffee at morning, alcohol at night



Image: Xiaohongshu, an example of café/bar

The hashtag #早C晚A, initially associated with the skincare concept of using vitamin C in the morning and vitamin A at night, has taken on a new meaning – “Coffee in the morning and alcohol at night.” This trend gained momentum in 2021 and exploded in 2023, resonating with young professionals who rely on coffee to kickstart their workday and turn to alcohol to unwind in the evening. This phenomenon has brought attention to unconventional coffee shops that transform into bars at night, catering to the evolving preferences of this demographic.

Popular hashtags

- #数字游民 digital nomad
- #自由职业者 freelancer
- #适合办公的咖啡馆 cafe which is suitable for working
- #远程工作 work remotely

Popular hashtags

- #日咖夜酒 coffee at morning and alcohol at night
- #早C晚A coffee at morning and alcohol at night
- #打工人 laborers
- #成年人的世界 adults' world

Ideas brewing to expand China's coffee market

- What would it take for lower-tier cities to consume coffee like Shanghai urbanites?
- How can brands from nations that stick to traditional coffee appeal to fun-loving non-traditional, novelty-seeking Chinese coffee drinkers?
- What strategies are necessary for home-brewed coffee to replace instant and bottled coffee consumption?

At Daxue Consulting, we specialize in not only gathering consumer insights but also interpreting them effectively using advanced research techniques.

Contact us at dx@daxueconsulting.com to dive deeper into China's coffee market.



Follow our weekly insights or get in touch with us on WeChat



<https://www.linkedin.com/company/daxue-consulting>

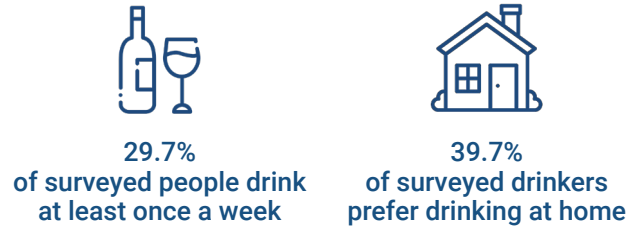


Part III: Alcohol tribes



Alcohol consumption holds significant cultural importance in China, with 29.7% of respondents from our survey reporting drinking at least once a week. Residents of higher tier cities and individuals with higher income drink significantly more often.

The top choices for drinking alcohol include one's own home (39.7%) and the homes of friends or relatives (34.9%). Additionally, restaurants are a popular venue, with 34.6% of respondents indicating it as a favored location for alcohol consumption.

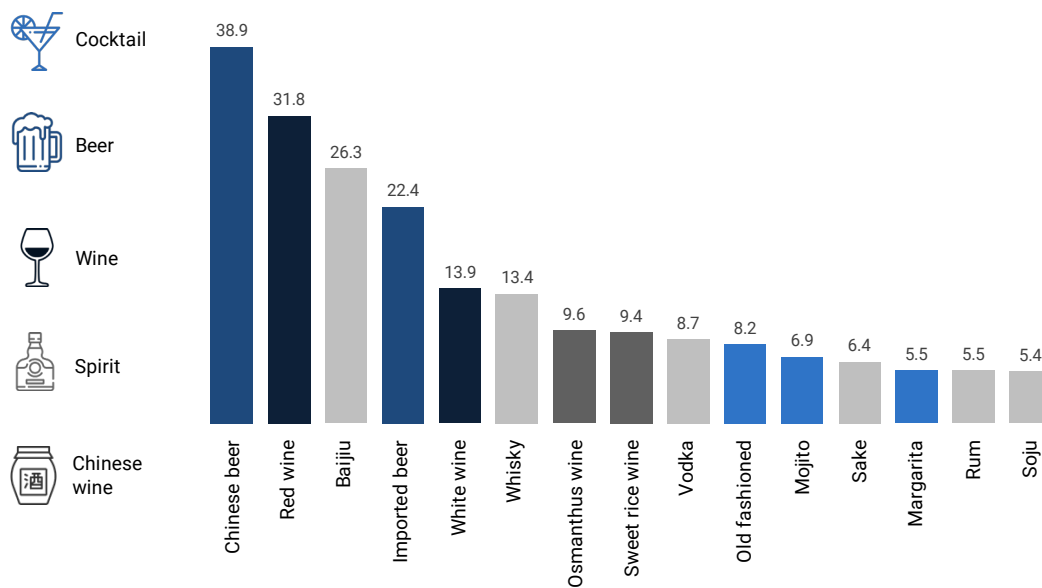


As China's alcohol market diversifies with new entrants, unique tastes and lifestyles arise. The Mixologist Girls, mainly college students, enjoy crafting innovative cocktails by mixing alcohol with various soft drinks. Nightlife Enthusiasts seek classic drinks and unique atmospheres in niche bars, extending their interests to fashion and art. China's version of Wine Connoisseurs, predominantly white-collar workers, express their refined palate through appreciating diverse wines in addition to western grape wines, like rice wine and plum wine.
















What do Chinese people drink the most?

According to our survey, the preferred cocktails are old-fashioned cocktails and Mojito. When it comes to stronger spirits, 26.3% of those who consume alcohol opt for baijiu, a Chinese liquor, while 13.4% choose whisky. In terms of wine, red wine is more favored, with 31.8% of respondents expressing a preference, compared to 13.9% for white wine. Among individuals with lower incomes (less than RMB 10,000 per month), Chinese red wine is more popular, whereas those with higher incomes tend to lean towards French wine. Chinese beer holds greater popularity, with 38.9% of respondents favoring it over foreign beers, compared to 22.4% for imported beer across all income groups. Among the imported beers, German, American, and Belgian varieties emerge as the most preferred choices among our survey participants.
















Which of the following alcoholic drinks do you like to consume?



Preferred beer origin by monthly income

	≤ RMB 10,000	RMB 10,001 – RMB 20,000	RMB 20,001+
1	 China 47.1%	 China 42.2%	 China 35.4%
2	 Germany 19.8%	 Germany 25.4%	 Germany 19.9%
3	 Belgium 6.2%	 US 6.5%	 US 13.9%
4	 UK 5.3%	 Belgium 5.8%	 Japan 7.8%
5	 US 4.7%	 Japan 5.5%	 Belgium 6.8%

Preferred wine origin by monthly income

	≤ RMB 10,000	RMB 10,001 – RMB 20,000	RMB 20,001+
1	 China 25.3%	 France 23.6%	 France 23.7%
2	 France 20.7%	 China 23.0%	 China 18.5%
3	 Italy 9.5%	 Italy 8.9%	 Australia 10.6%
4	 Portugal 8.8%	 Australia 8.6%	 Italy 9.2%
5	 Spain 7.2%	 Portugal 7.7%	 Portugal 8.2%

Exploring China's thirst for whisky knowledge

Whisky ranks as the 6th most popular alcoholic beverage in our survey, particularly appealing to Millennials in tier 1 and new tier 1 cities, comprising 79% of whisky drinkers. Over half of these enthusiasts earn more than RMB 20,000 monthly, aligning whisky with a sophisticated lifestyle. A staggering 59% of surveyed whisky drinkers consume alcohol more than once per week, which is more than the average population.



79%
of surveyed whisky
drinkers are Millennials in
tier 1 and new tier 1 cities



59%
of surveyed whisky
drinkers consume alcohol
more than once a week



While British whiskies, notably from Scotland, lead in popularity, Japanese brands are gaining traction, reflecting China's evolving whisky preferences.

Contrary to the stereotype of whisky as a predominantly male drink, survey results reveal a more inclusive landscape, with 15% of men and 12% of women indulging in the spirit at least once a week. Social media indicates that women exhibit a penchant for using whisky in craft cocktails made at home. The abundance of whisky-related educational content on social media platforms like Xiaohongshu indicates a collective desire for netizens to expand their knowledge about whisky culture.

12%
of surveyed women drink
whisky at least once a
week



Image: Xiaohongshu, Chinese women mostly use whiskey for crafting cocktails



Alcohol tribe #1: Mixologist girls

Tribe personal profile

- 20-30 year-old
- Job: white-collars, college students.

“解锁便利店调酒新公式 | 周末姐妹聚会安排
麻烦大数据推送给爱喝酒的酒鬼女孩！下班回家路过便利店
随时随地都能享受微醺的快乐。”

“New formula for convenience store bartending | can arrange
during weekend girls’ party

Please let alcoholic girls who love to drink see this post!
When you go home from work, you pass by a convenience
store and can enjoy a little drunk anytime anywhere!.”

Lifestyle habits/interests



Food



Coffee



Handiwork

Top products

Alcohol


+

Soda
Juice
Tea
Coffee

+

Ice

Example KOL



酒里酒气的小九
小红书号: 4233042148 IP属地: 上海
 喜欢在家捣鼓各种美酒
 目标分享1000种做酒的方法
 沪漂女孩的仪式感日常
 fortunebz 163.com

23岁 上海长宁 领酒师

10+ 关注 1W+ 粉丝 50W+ 获赞与收藏

酒里酒气的小九

- 49.1k fans on Red
- She shared about a variety of simple and creative bartending menus

Tribe’s vibes




Trending hashtags used by the mixologist girls

#便利店调酒 **bartending at a convenience store**
 #调酒 **bartending**
 #酒鬼少女 **alcoholic girl**
 #宿舍调酒 **bartending at the dormitory**
 #适合女生喝的酒 **alcohol suitable for girls**

What resonates with them

“Spend little, enjoy a lot.”

Tribe preferences



Who are the mixologist girls?

The “mixologist girls” tribe primarily encompasses women aged between 20 and 30, including white-collar professionals and college students who mainly live in higher-tier cities. They enjoy mixing alcohol with different drinks like sparkling water, juice, tea, and coffee. Notably, the mixology girls prioritize flavor innovation over brand loyalty and taste quality. Similarly, these enthusiasts show little concern for the drinking setting or the alcohol concentration. The focus of this tribe is on drinking creative alcoholic beverages at a low cost. On social media, comments under the mixologist girl posts are mainly users tagging their friends and asking them to try making the mixes together. This highlights the tribe members’ emphasis on shared enjoyment and connection among friends, turning drinking into a social event.

Influential mixologist social media accounts

On Xiaohongshu, several accounts specialize in crafting distinctive cocktails and have garnered significant followings. One notable example is the account 酒里酒气的小丸, boasting over 50,000 followers. Her most acclaimed post, featuring “easy cocktails suitable for college dorms”, has amassed over 67,400 likes in December 2023. She shares posts illustrating how to make simple cocktails using beverages available at convenience stores. Under these posts, the comments underscore the simplicity of doing these beverages and emphasize their suitability for girls because of their sweet taste.

A tribe dominated by college students

In the comments of mixologist posts, many netizens express excitement about trying these drinks in their dorms, praising that these concoctions do not have a strong alcoholic taste yet still manage to make them tipsy. A significant portion of this tribe comprises university students seeking affordable yet flavorful alcoholic options. This trend sheds light on the widespread appeal of brands like RIO (锐澳鸡尾酒), a Chinese alcopop brand, particularly among college students. The brand sponsored the famous college drama Love O2O, where the drink is portrayed as the ideal companion for university students, solidifying its status as a top choice for campus hangouts.¹⁸



Image: kknews, RIO cocktails sponsored the college drama Love O2O

An interest that extends to other food and beverages

According to their social media posts, the mixologist girls extend their interest beyond cocktails. Many accounts also delve into the broader realm of food and beverages. They share guides on crafting various types of coffees, preparing oatmeal cups, and even recommend the best brands of ice-cream. This underscores their broader appreciation for exploring new food and drinks.

Sources:

18. kknews, Love O2O
<https://kknews.cc/media/g4mpzm.html>

Alcohol tribe #2: Nightlife enthusiasts

Tribe personal profile

- 20-30 year-old
- Job: white-collar, college students, artists, businesspeople

“上海优秀酒吧太多了，本来就比较热门的就不推荐啦。我个人喜欢有创意、口感特别的鸡尾酒，因为我酒量并不好，选的多数是好看好喝低度数的酒，微醺状态最佳。”

“There are too many excellent bars in Shanghai, and I don't recommend those that are already more popular. I personally like creative, special cocktails because I don't drink well, and most of them are good-looking and low-strength wines, and they are slightly drunk at their best.”

Lifestyle habits/interests



Fashion



Events

Top products

- Mojito
- Margarita
- Old-fashion
- Martini

Example KOL



一杯倒的Lantee

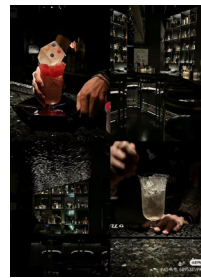
小红书号: Hedy99z | IP属地: 四川
HK 香港理工大学葡萄酒管理硕士 &
GB 英国萨里大学酒店管理硕士
学术喝酒 氛围至上 @葡岛Aroma Island
hedy99z@outlook

双子座 ZhejiangHang... 香港理工大学
398 关注 2.8万 粉丝 35.2万 获赞与收藏

一杯倒的Lantee

- 337.1k fans on Red
- She shared her alcohol and career experience

Tribe's vibes



Trending hashtags used by the night enthusiasts

- #氛围感酒吧 Bar with atmosphere
- #小酒馆 small pub
- #人气酒吧推荐 popular bar recommendation
- #酒鬼日常 The daily life of an alcoholic
- #路边喝酒 drinking on the side of the road

What resonates with them

“Step into our trendy bar and experience the best vibe in town, with a fashionable crowd and a vibrant atmosphere.”

Tribe preferences



Who are the nightlife enthusiasts?

The nightlife enthusiasts, ranging from 25 to 35 years old, are predominantly composed of white-collar workers, artists, and business professionals residing in higher-tier cities. These bar aficionados are particularly fond of classic cocktails such as mojitos, old-fashioned mixes, margaritas, and martinis.

Our survey revealed that the main consumers of cocktails in China are women. They represent 69.4% of margarita drinkers, 67.8% of martini drinkers, 68.2% of old-fashioned cocktails drinkers, and 68.1% of mojito drinkers. Their preference extends beyond the drink itself to the overall ambiance, seeking bars that offer a unique atmosphere where they can escape the daily grind. For them, stepping into a trendy bar with a fashionable crowd is a way to relax and unwind. Nightlife enthusiasts seem to favor niche rather than mainstream bars. On social media, they often use the hashtags #氛围感 (#atmosphere) and #宝藏小酒馆 (#hiddengembar) to share their experience. These bars are often dimly lit, creating an intimate and cozy ambience.

Unwinding in style

Nightlife enthusiasts prioritize the drinking environment's quality, closely followed by alcohol taste and innovative flavors, with brand, price, and alcohol concentration being less significant. They often use hashtags like #酒鬼日常 (#thedailylifeofanalcoholic) and #路边喝酒 (#drinkingonthesideoftheroad) in their social media posts, depicting their enjoyment of drinks with friends or alone at night.

Whether at cozy bars or on the sidewalk, these hashtags capture the excitement of their nightlife. Comments frequently praise the posts' visual appeal and pleasant vibes.



Image: Xiaohongshu, Examples of posts shared by the nightlife enthusiasts

Seeking an aesthetically pleasing lifestyle

Social media insights suggest that this tribe's interests extend beyond cocktails and high-quality spirits to include fashion and art. This multifaceted approach underscores their emphasis on an aesthetically pleasing lifestyle. Influencers like 一杯倒的Lantee, with 28,000 followers on Xiaohongshu, exemplify this blend of lifestyle and expertise. On her page, she intertwines her aesthetically pleasing lifestyle with knowledge about wine and spirits, emphasizing that "atmosphere is first." Through her posts, she shares insights into sidewalk drinking, an appreciation for art, and fine food.

Alcohol tribe #3: Wine connoisseurs

Tribe personal profile

- 28-35 year-old
- Job: white-collars, businesspeople

“酒液呈现诱人的石榴紫红色，闻起来有很丰富的黑色果实、甘草、花香和诱人的过桶香气。喝到口中十分浓郁的黑莓、李子等黑色水果风味首当其冲，仔细品尝后还能感受到一些肉桂的干香。”

“The wine has an attractive purplish color of pomegranate and smells rich in black fruit, licorice, floral and tantalizing barrel aromas. The rich flavor of black fruits such as blackberries and plums is the first to drink, and you can feel the dry aroma of some cinnamon after tasting carefully.”

Lifestyle habits/interests



Fashion



Art

Top products

- Red wine
- Vintage wine
- Rice wine
- Plum wine

Example KOL



Sal
 小红书号: 499495186 | IP属地: 四川
 WSET3高级品酒师
 酒龄超5年, 品饮上万款
 真实分享喝酒日常, 好喝的那种
 双子座 | 四川成都 | 美食博主
 927 关注 1.4万 粉丝 26.7万 获赞与收藏

Sal

- 14k fans on Red
- She shared about professional alcohol knowledge

Tribe's vibes



Trending hashtags used by the wine connoisseurs

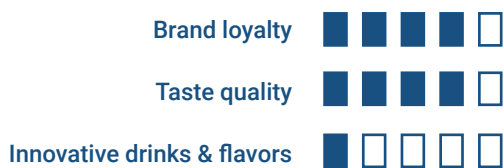
- #年份老酒 vintage wine
- #葡萄酒推荐 red wine recommendation
- #送领导 gift for leader
- #晚安酒 good-night wine
- #葡萄酒品酒笔记 wine tasting notes

What resonates with them

“The wine boasts an appealing purplish hue reminiscent of pomegranate, exuding rich aromas of black fruit, licorice, florals, and alluring barrel notes.

Upon the first sip, indulge in the opulent flavors of blackberries and plums.”

Tribe preferences



What makes Chinese wine connoisseurs unique?

The wine connoisseurs, typically individuals in their late 20s to mid-30s, consist mainly of white-collar workers and business professionals residing in higher-tier cities. According to our survey, the dominant age group consuming red and white wine is 26 to 40 years old (41%), followed by those aged 41 to 60 (26%). This tribe stands out for their passionate appreciation of spirits and fine wines, alongside a profound love for art, fashion, and furniture. What distinguishes Chinese wine connoisseurs from their Western counterparts is their extensive knowledge spanning various wine varieties, including rice wine and plum wine, showcasing a culturally diverse palate. These connoisseurs exhibit a deep understanding of Chinese wines, discussing details such as origins, optimal tasting seasons, and the art of pairing them with specific foods.

Priorities of the wine connoisseurs

Distinguished by a relatively high brand loyalty, these connoisseurs prioritize the exquisite taste of their chosen beverages. Unlike the nightlife enthusiasts, they may not place as much emphasis on the drinking environment. Moreover, wine connoisseurs are not actively seeking innovative flavors, high alcohol concentration, or competitive prices. Instead, their focus lies in savoring the refined experience of quality beverages that complement their discerning and sophisticated lifestyle.

A prime example of Chinese wine connoisseur

Examples of influencers within the wine connoisseur tribe include Sal, a seasoned sommelier who shares her recommendations on her profile Beyond the traditional red and white wines, Sal introduces her followers to the world of Chinese rice wine and plum wine. Through her guidance, she not only explores these unique varieties but also offers insights into the optimal ways to taste them.



Image: Xiaohongshu, Rice wine, plum wine and red wine recommended by Sal, a wine connoisseur

Today's trends are tomorrow's tribes

Alcohol-flavored F&B



Image: Shanghai Daily, the Moutai latte from Luckin Coffee

The trend of infusing alcohol into beverages, like soft drinks, coffee, and tea, has sparked enthusiasm among netizens. When Luckin Coffee teamed up with Moutai to launch the Moutai Latte in September 2023, it caused a huge stir online. Other brands joined this trend, including Manner collaborating with Jim Beam and Hey Tea with Baileys.

This trend extends to food collaborations, such as the collaboration between Moutai and Dove in September 2023. This innovative partnership combined alcohol with chocolate, presenting a blend designed to resonate with a younger audience.¹⁹

Alcohol paired with music



Image: Xiaohongshu, a livehouse performance

Social media is buzzing with the fusion of alcohol and music, creating vibrant communities centered around live house performances. The posts often showcase bars with intimate lighting, where people enjoy colorful cocktails, beers, and snacks in front of a live band. The majority of posts highlight music bars in bustling cities like Beijing, Shenzhen, Shanghai, and Chengdu, adding to the allure of nightlife in first and new first tier cities.

Popular hashtags

#乐队演出 **band performance**

#livehouse

#夜生活 **vibrant nightlife**

#音乐酒吧 **music bar**

Popular hashtags

#泸州老窖 **Luzhou Laojiao**

#酱香拿铁 **Moutai latte**

#茅台巧克力 **Moutai chocolate**

Sources:

19. Xiaohongshu

https://www.xiaohongshu.com/search_result/?keyword=livehouse&type=54&source=web_note_detail_r10

20. Reuters

<https://www.reuters.com/business/retail-consumer/chinas-moutai-launches-boozy-chocolates-with-dove-diversification-drive-2023-09-14/>

Diving deeper in China's drinking culture

- Is there space for an aperitivo in China's busy work culture?
- How to position a product as a partner of Baijiu and not a competitor?
- What are the moments of conviviality that correlate with drinking?
- What qualities of alcohol (besides price) give a good impression as a host?

Curious about how our expertise can help your company tackle these questions?
Email us at dx@daxueconsulting.com to gain valuable insights.



Follow our weekly insights or get in touch with us on WeChat



<https://www.linkedin.com/company/daxue-consulting>



Section III: China's restaurants industry

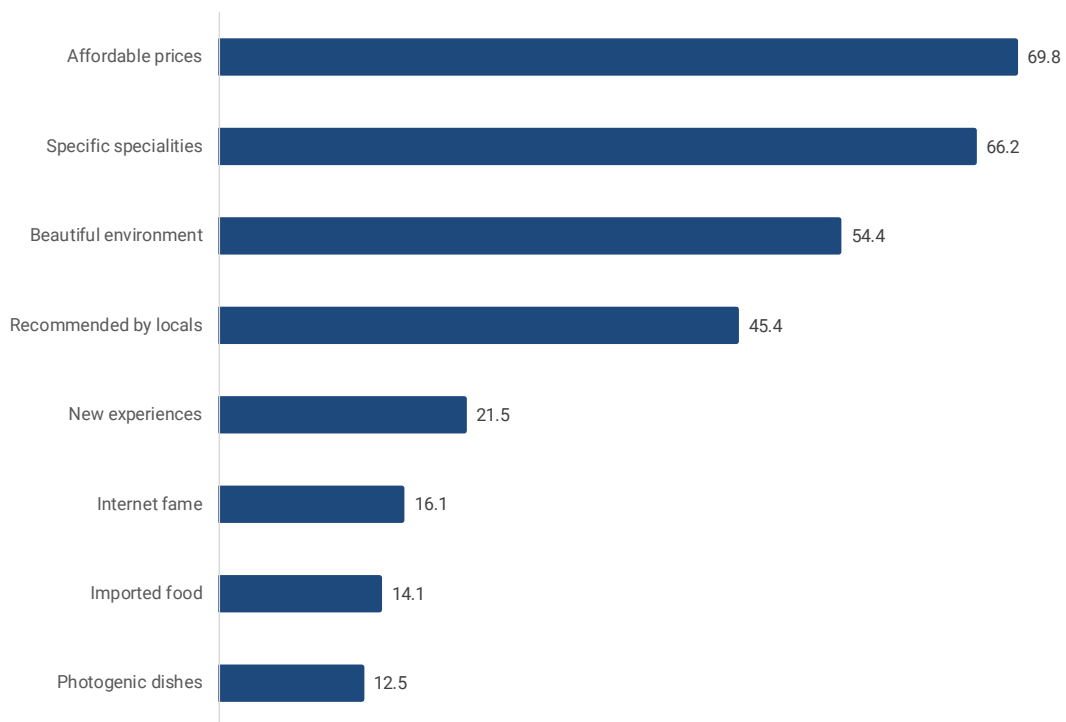
When it comes to eating out, our survey of 1,000 people found that nearly 40% dine out for over half of their meals. This is especially true for young, single urbanites in higher-tier cities. This shows big potential for China's restaurant industry, which is undergoing a notable transformation, shifting from traditional in-person dining to a mix of online and offline options. This change is sped up by digital trends and the pandemic, pushing restaurants to get creative with how they make money.

Evolution of restaurant preferences: from affordability to digital appeal

In selecting a restaurant, our survey participants prioritize affordability (32.6%) as their primary criterion, followed by the availability of specific dishes (26.6%), and the overall environment (13.5%). This trend remains relatively consistent across both genders. However, as age increases, the importance of dishes becomes more prominent, while emphasis on factors such as internet popularity, seeking new experiences, and the visual appeal of dishes in photographs decreases. This underscores the rising importance of factors like the visual allure of the environment and dishes, the experiential aspect, and the restaurant's social media virality in attracting younger consumers who prioritize digital experiences and social validation when dining out.

From adopting new technologies to the influential role of social media in shaping consumer choices, and the emergence of themed restaurants and private kitchen cuisine, these changes are fundamentally reshaping how restaurants operate and engage with their customer base.

Top factors in choosing restaurants in %



From dual-channel strategy to omnichannel strategy

In the past, restaurants mainly relied on customers dining in as their revenue stream. Digitalization has profoundly transformed the restaurant market. Nowadays, offline and online stores are the two main battlefields for restaurant operators. Not only do they have to attract customers offline but also online.

According to our survey, 17% of our respondents order takeout for more than 30% of their meals. This proportion is higher for Gen Zs (25%) and Millennials (21%). The pandemic accelerated this transformation as eating at restaurants was not allowed in many cities. Meituan Group's revenue in 2022 reached 220 billion RMB, a 22.8% increase from 2021's 180 billion RMB.²¹

In addition to traditional food delivery apps, many restaurant groups joined Douyin since 2022.²² Haidilao, the popular hotpot chain restaurant, launched a group purchase on Douyin platform, generating a revenue of approximately 300 million RMB from the three products offered. During the 11.11 Single's Day presale period, McDonald's set a record of 10 million RMB in a day on Douyin.

With over 743 million monthly active users as of October 2023, Douyin provides an excellent platform for restaurants to do livestreams, launch group purchases, and partner with Douyin takeaways to attract customers.²³ Many restaurants have gradually transitioned from a dual-channel strategy of dine-in and take-out to an omnichannel strategy of dine-in, take-out, and Douyin. This transformation reshapes customer journey by integrating digital platforms into their dining experience. Customers can seamlessly discover, engage, and purchase from restaurants through the aforementioned features, creating a more interactive and convenient dining ecosystem.

Sources:

21. Meituan's 2022 annual report

https://media-meituan.todayir.com/202304252152521735786604_en.pdf

22. Many restaurant groups joined Douyin in 2022

<https://m.canyin88.com/zhuanlan/dibin/2023/0216/90341.html>

23. Digital 2023 October global statshot report

<https://datareportal.com/reports/digital-2023-october-global-statshot>



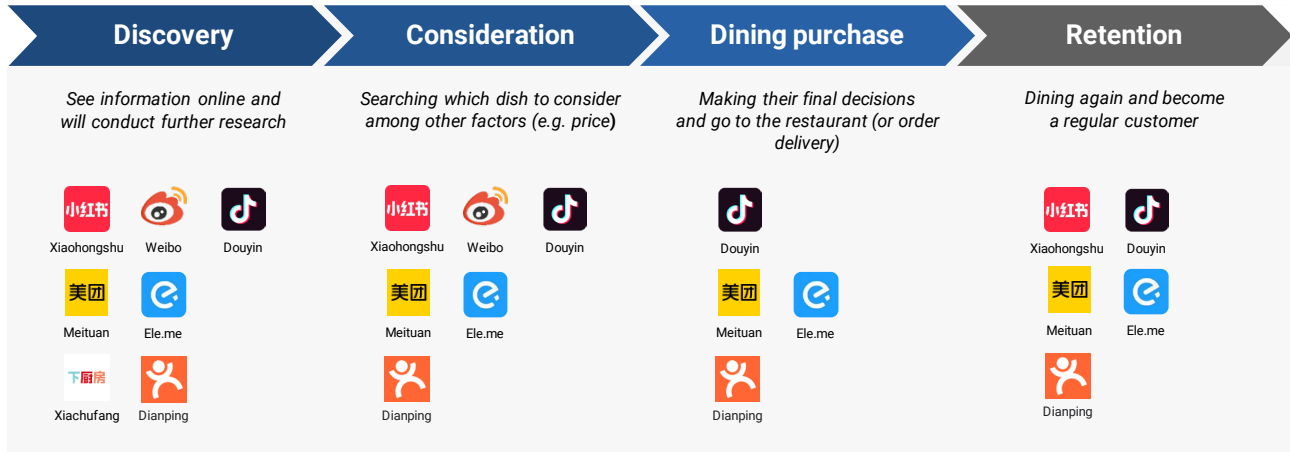
Over one fifth of Gen Zs and Millennials order >30% of their meals by delivery



Douyin has emerged as a powerful digital marketing and food delivery platform



Restaurant consumer online journey map in China



Robotics and automation: revolutionizing Chinese restaurant operations

The Chinese restaurant market has experienced a rise in the adoption of technology, transforming the way businesses operate and enhancing the dining experience. For instance, manual ordering has gradually evolved into smart ordering, where customers can place orders through scanning QR code at their tables, allowing restaurants to improve their operation efficiency.

Robotics and automation have also found their way into Chinese restaurants, from noodles and coffee making robot chefs to food delivery robots. Haidilao opened smart restaurant in big cities such as Beijing and Shanghai, where everything from food preparation in the kitchen to food delivery are all operated by robots. The market of service robots in China reached RMB 51.6 billion in 2022.²⁴

Furthermore, the restaurant industry in China is also taking measures to provide consumers with an aesthetic dining atmosphere. Some restaurants are using holographic projection to project images onto walls and tables to create immersive dining experiences for customers.

Social media influences in the restaurant market

In 2023, China's Generation Z make up less than 20% of the country's population, but constitute 40% of the spending.²⁵ This digitally-savvy generation relies heavily on social media platforms such as Xiaohongshu, Douyin, Dazhong Dianping, and Weibo for learning the latest trends. Restaurant operators have recognized the significance of these platforms and turned them into competitive arenas to attract Gen Z consumers. Although only 3.5% of our respondents consider the internet popularity of a restaurant as a primary concern, it is notably more significant for the younger demographic. On average, 6.4% of those aged 25 and under prioritize the internet popularity of a restaurant when making their choices. This number is slightly higher for Gen Zs residing in first and new first tier cities (7.8%). This highlights a higher emphasis on online trends and visibility within this age group.

Sources:

24. China's service robot market value reached 51.6 billion RMB
<https://baijiahao.baidu.com/s?id=1775605910016164560&wfr=spider&for=pc>

25. Meeting the consumer needs of Generation Z, the food industry innovates and seeks change
<https://www.yicai.com/news/101900397.html>

Social media plays a pivotal role in how people discover restaurants. There are countless posts and vlogs with the hashtags such as #探店 (explore shops) #打卡 (punch-in) on these platforms, allowing people to evaluate and choose restaurants based on their preferences. As a result, restaurants now focus on creating vibes (氛围感) to attract customers. This ranges from beautifully presented dishes to stylish interior designs. Photos taken at the restaurant should be worth posting to customers' social media platforms.



Images: Xiaohongshu, four restaurants to repeatedly go in Shanghai (right), Monet-inspired restaurant vibes

Positive reviews and recommendations hold substantial sway over a restaurant's reputation. Consequently, many restaurants actively engage with review apps and social media platforms, encouraging customers to leave positive feedback. In exchange for leaving a positive review, customers get a discount or a free dish. However, while this incentivization led to an increase of positive reviews, it has also raised questions about the authenticity of customers' feedback.

Beyond customers' reviews, large-scale social media marketing events can play a key role in creating buzz and driving traffic to offline stores. From November 17th to December 15th, 2023, Xiaohongshu hosted a Foodie Marathon in Shanghai, selecting 100 restaurants and cafés for users to explore and collect stamps. Users could exchange merchandises with the stamps they collected, and participate in giveaways if they posted on the platform with relevant hashtags. This event generated an online buzz and increased the exposure of participating restaurants, and posts about the restaurants by influencers could further drive other customers to the restaurant.

Immersive dining experiences: the rise of themed restaurants

As the restaurant market becomes increasingly competitive, more and more themed restaurants are opening as restaurant owners find ways to differentiate. Some of the more common themes include movies, TV, and animation themed restaurants, nostalgic-themed restaurants, and region-themed restaurants.

One of the most popular themed restaurants are those with a movie, TV, anime or big IP theme. For example, many cities have opened Harry Potter theme cafés with building designs that make you feel like you're in a Harry Potter movie, or dishes named after movie characters. Some cafés even have capes and hats that customers can borrow for photo ops. Many of these restaurants and cafés are pop up stores that usually last for a couple of months, and they relocate to a new city afterward.

Region-themed restaurants are also popular, especially in cities and regions that rely heavily on tourism. As the hometown of pandas, Chengdu has many panda-themed restaurants. In Yunnan, there are lots of restaurants that are ethnic group themed. Customers can experience different ethnic food where the staff wears traditional clothing and performs folk songs and dances.



Images: Xiaohongshu, PeppaPig, Harry Potter, and Panda-themed restaurants





Private kitchen cuisine brings personalized pleasure in urban dining

In tier one and tier two cities, private kitchen cuisine (私房菜) is becoming more popular. Private kitchen cuisine usually refers to small restaurants with unique and creative dishes served in a cozy and intimate dining space. In bigger cities where the lifestyle is more fast-paced, private kitchen cuisine provides a comfortable dining space that can satisfy people's desire for a more private and intimate social interaction. In addition to that, these restaurants are usually located in a residential area, making their location more hidden and exclusive. Private kitchen cuisine is typically favored by small groups of friends and couples.

Moreover, customers today seek personalized services and private kitchen cuisine offers that. Private kitchen cuisine is usually run by small business owners with creative cooking styles. To ensure the taste and quality of the food, they often use a variety of ingredients and seasonings. As preparation for the food takes longer, private kitchen cuisine tends to serve only a few tables of customers at a time. This allows the chef to interact with customers and better cater to the needs of customers, which is something that big chain restaurants cannot do.



Images: Xiaohongshu, private kitchen cuisine restaurant in Shanghai (left) and Beijing (right)

China's F&B market in a nutshell



As Chinese consumers prioritize health, their diverse beliefs form distinct “tribes.” Understanding these beliefs is paramount for brands to know what aspects of their food to promote and which tribes to target. It cannot be assumed that Chinese consumers’ definition and understanding of health align with those of the domestic market.



In China's F&B scene, the pairing of products holds significant weight, aligning with diverse lifestyles and occasions. For instance, coffee resonates strongly with fitness enthusiasts, while alcohol is often associated with social gatherings at home. Recognizing these distinct patterns allows brands to tailor their marketing strategies accordingly. By understanding these correlations between consumer behaviors and F&B preferences, brands can effectively cater to the nuanced needs of Chinese consumers.



Chinese consumers are open to exploring new food & beverage options. This boldness is evident in their willingness to experiment with unconventional coffee pairings, such as cilantro or meat, thus creating fertile ground for co-branding, flavor innovation, and product introductions.



In China, dining out is an experience rather than just a meal. Amid intense competition, restaurants thrive by catering to diverse consumer needs, carving out their unique niches. Moreover, the rise of technology, the growing significance of social media, and the demand for uniqueness and exclusivity present eateries with new opportunities for expansion.



While cost is certainly a factor, the appeal of instant and fast food extends beyond price tags—it's also about convenience. This convenience isn't just for those on a tight budget. Even high-income consumers are seeking quick and easy dining options, which means there's a market for more upscale choices. These changing preferences open up opportunities for both local and international brands to meet the needs of city dwellers by offering convenient, top-notch, and healthier options.

About us


daxueconsulting

Who we are

A strategic research firm originating in China but covering the globe.

We specialize in solutions from market exploration to operational expansion.

Our diverse team ensures comprehensive coverage and research across China and beyond.

We are creatively analytical and analytically creative.

What we do

STRATEGIC RESEARCH

Pricing

Competitive benchmarking

Market sizing

Sensory (Taste & Test)

BRANDING STRATEGY

Naming

Brand positioning

Brand book

Brand activation toolkit

INNOVATION CONSULTING

Open innovation

Learning exhibition

Demo Day

Startup scouting

SALES & DISTRIBUTION

Route-to-market

Distribution mapping

Channels strategy

Retail safari

MANAGEMENT & OPERATIONS

Business plan

Market entry strategy

Learning expedition

Product / market fit

400+ clients since 2012





daxueconsulting

Contact us:



www.daxueconsulting.com



dx@daxueconsulting.com



+86 21 5386 0380

Follow us:



<https://www.linkedin.com/company/daxue-consulting>



<https://daxueconsulting.com/newsletter/>



Instagram account:
[@daxue_consulting_china](https://www.instagram.com/daxue_consulting_china)

