

February 2018

## 休闲快餐店 - China

“中国休闲快餐市场虽然飞速发展，但仍处于初级阶段。现有休闲快餐品牌应重点关注工作日午餐，同时探索其他场合，尤其是工作日晚餐和夜宵场合。此外，市场中尚有更多中式休闲快餐品牌的增长空间，中式餐饮品牌可以通过提供愉悦的餐厅氛围、有趣的用餐体验和高端食材来打造休闲快餐厅。”

— 陈杨之，研究分析师

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## Fast Casual Restaurants - China

“Although growing dramatically, China’s fast casual market is still in a stage of infancy. Existing fast casual brands should focus on workday lunch as well as explore other occasions, especially workday dinner and late-night meal. There is also opportunity in the market for more Chinese-style fast casual brands providing inviting ...