

Chinese Quick Service Restaurants (QSR) Market Overview

In modern era, Chinese people perceive shopping and eating as a new format of entertainment for the entire family rather than a necessity. In parallel with this fact, the consumer’s demand towards the branded products has dramatically increased in the market. The majority of the recent researches also indicate that in Contemporary China, people have started to live a business oriented life style that limits their leisure times. As a consequence of this social change, consumer’s dining habits shift to more time saving QSR products. According to the Euro monitor International data, the fast food sector approximately grew 10 %, and it reached 669 billion RMB in 2012 (*Euro monitor International, September 2013*). In that point, it is crucial to underline that there is a dynamic relation between GDP growth and private consumption increase. The following graph is prepared for the purpose of illustrating the correlation between two factors in a chronological order.



China QSR Market Overview (1987-2015)

