



**Euromonitor
International**

Self-Service Cafeterias in China

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Self-Service Cafeterias in China - Category analysis

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2025 DEVELOPMENTS

Heightened budget-consciousness favours self-service cafeterias

INDUSTRY PERFORMANCE

Pay-by-weight model proves increasingly popular

Regional cuisine types are a key area for menu diversification

Interest in vegetarian establishments remains strong

WHAT'S NEXT?

Attractive value-for-money proposition will continue to underpin category expansion

Influence of “wok hei” revival set to become more visible

Population ageing offers growth opportunities for self-service cafeterias

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Mr Rice consolidates its already sizeable lead

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Chained players remain dominant as independents continue to lose ground

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Consumer Foodservice in China - Industry Overview

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Trade remains resilient despite market-wide slowdown

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Average spend per foodservice transaction shrinks in 2025

Delivery is the fastest growing fulfilment channel

Subscription-style loyalty programmes gain popularity

WHAT'S NEXT?

Value-seeking consumer behaviour will bring greater consolidation and polarisation

Regional cuisine, localisation and healthier choices will be key areas for innovation

Sustainability credentials set to become a more important point of competition

COMPETITIVE LANDSCAPE

Yum! Restaurants China Co Ltd retains overall market lead in value terms

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