



**Western F&B meets
Eastern consumers:**

***Food and Beverage
trends in the Chinese
digital landscape***



menu

OVERVIEW

Market introduction
Healthy choices

BREAKFAST

Coffee & Case Study
Tea & Case Study
Baked Goods

LUNCH

Fast Food & Case Study
Pasta

HAPPY HOUR

Alcohol
Wine
Beer

DINNER

Italian Fine Dining
Ham & Cheese
Spanish Culinary Journey
Pizza & Case Study

AFTER DINNER

Icecream & Gelato
Chocolate & Case Study
Whisky

SERVICES

EGGist Consulting
Alipay+ Marketing packages
EGGist Contacts



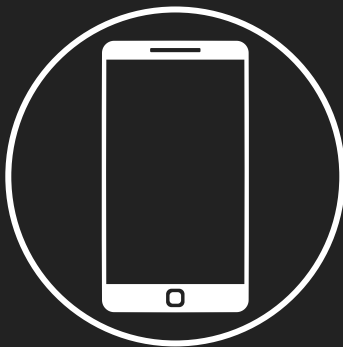
Coffee

In the Western world, coffee is drunk daily and is a staple drink for breakfast and even in the afternoon. In China, this is a new and upcoming trend.

Traditionally, China is a tea-drinking society, but in higher-tier cities, **young citizens** have developed a taste for coffee. **54.2%** of individuals in these cities drink coffee at least once a week, and **90%** of those who enjoy coffee shops will buy a hot coffee at least **once a week**.

These trends are driven by working individuals who prefer the caffeine boost of coffee over tea. Despite coffee consumption being significantly lower than in the US and Europe, the 2023 China Urban Development Report published by CBN Data and **Meituan 美团** reported a **57% increase in growth** from 2019 to 2023! Given this potential for growth, both domestic and foreign brands are striving to secure strong positions in the market.

Meituan users



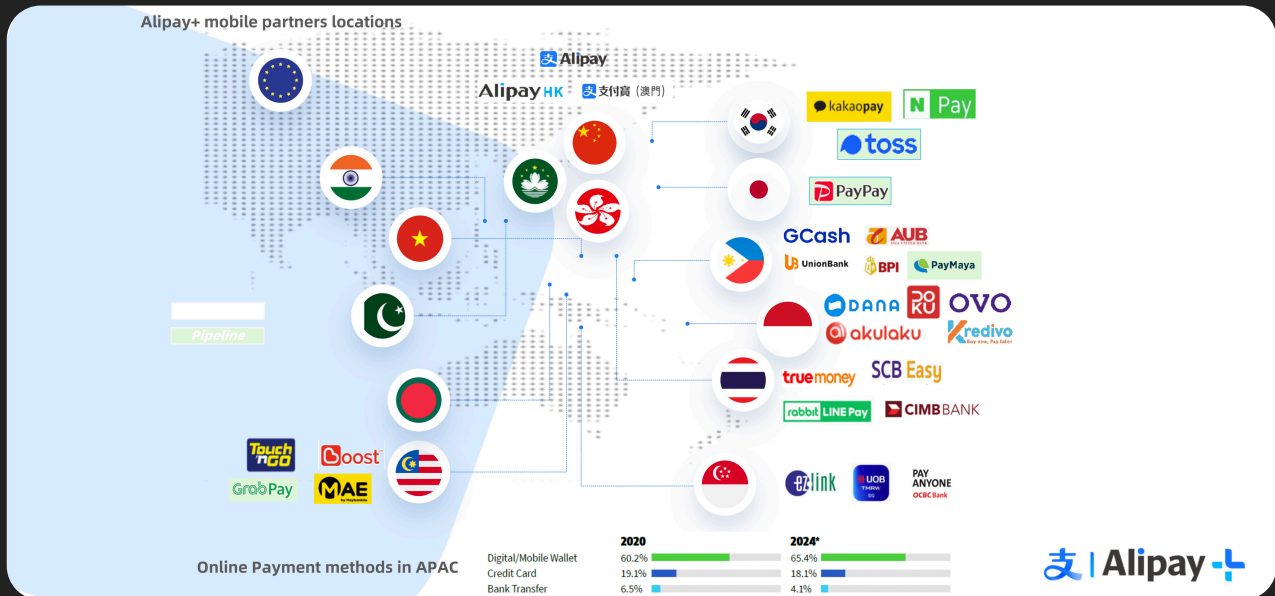
No. of Users: 600M



MAU: 320M

Alipay+

Alipay+ can reach **1.3 billion** active users across **+18 countries**. With integration of Alipay+, merchants can benefit from the arrival of international tourists by offering them a convenient and familiar payment system.



Alipay’s wallet allows users to **easily manage** various transactions, from paying at restaurants to buying groceries.



This **flexibility** makes Alipay especially effective in the F&B sector, where it enables effortless payments for both customers and merchants. **Alipay enhances the customer experience, driving foot traffic and encouraging repeat business.**

Its ability to engage international clientele, particularly from Asia, gives **F&B businesses** greater exposure and a competitive edge in attracting both tourists and locals, while boosting brand visibility on the Alipay+ platform.

Baked Goods

The baked goods market is a rising sector in China. Valued at **RMB 285.3 billion in 2022**, the market has room for even more growth. Of the main consumers in China, younger individuals in Gen Z, particularly women, are the primary consumers in the market. Bakeries originated in the 1980s in Hong Kong and Taiwan before expanding to mainland China. They started with a Western flavor before being adapted to meet local tastes.



Social media has fueled increasing demand for **Western style pastries**. Brands like BreadTalk, a Singaporean bakery, have been utilizing **WeChat** and **Weibo** in order to engage customers. Online, cakes and pastries are by far the most popular. Many bakeries also offer classes, where customers enjoy taking photos with their decorated cakes.

With the increasing popularity of coffee, pastries are a natural pairing. Many Chinese consumers enjoy a light and simple breakfast of coffee and pastries. Artisan bread is also becoming a popular breakfast choice, as consumers increasingly prefer high-fiber, low-sugar, and natural ingredient options.



Fast Food

Fast food in China is viewed as more upscale than local restaurants and thus can even charge higher prices. According to iiMedia Research, Over half of Chinese customers preferred Western-style fast food, while 40.04 preferred a fusion style. These preferences allow many Western companies to be successful in China while also adapting some of their menu offers to fit the local tastes.

Digital technologies play a huge role in the popularity of fast food. In 2021, hamburgers were the most popular fast-food item in China. It was also ranked third in online food and beverage orders. Many chains also have digital ordering systems, mobile payment options with **Alipay**, and self service kiosks to streamline the customer experience. Some even use robots and AI to help with daily operations, such as in-restaurant delivery. The use of technology and the convenience it supplies make fast food appealing.



Pasta

Similar to Chinese noodles, pasta has a place in the Chinese diet. Pasta has gained popularity due to its perceived health benefits, with various options available to meet dietary needs, such as fiber or whole wheat alternatives. The easy and quick nature of pasta is also preferred by those in busy urban environments. Fresh pasta is seen as more gourmet than the dried option. It is also one of the most popular imports from Italy. In 2022, 26.4 thousand tons of pasta were purchased in China equaling USD **\$32.7**. From 2023 to 2027 it is estimated that pasta sales growth in China will be increasing by **36.7%**.

While traditional supermarkets will account for most pasta sales, 31.9% of sales are expected to be made through e-commerce.

Pasta trends are continuing to be heightened by Western influences and the versatility of the ingredient itself. The pasta market worldwide is expected to be worth **\$35.05** by **2030**, according to PR Newswire.



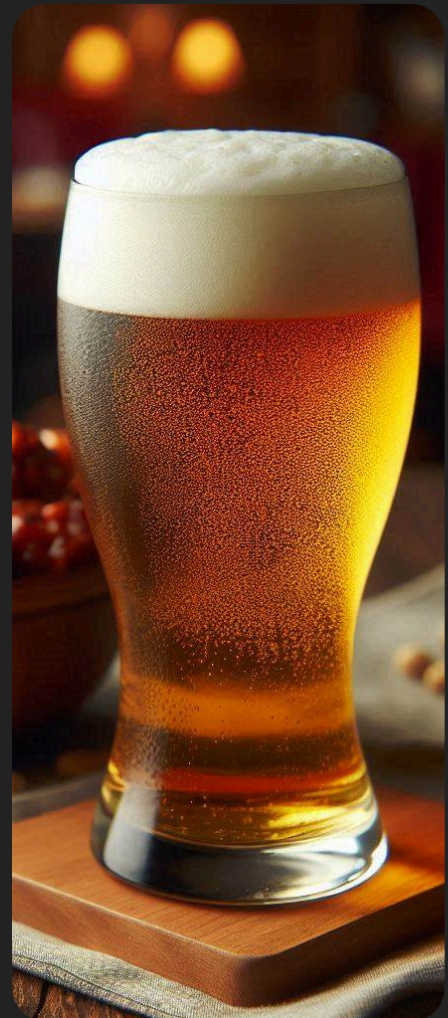
Beer

Did you know that over the past 20 years, China has become the largest beer market, even surpassing the United States? By 2026, it is expected to reach **USD \$151 Billion**.

Chinese consumers drink beer for a variety of reasons, whether at home, with a meal, or at bars with family and friends. Bars have a particularly large potential market. It is predicted that 50% of all beer consumption will occur at bars and restaurants, accounting for 72% of total beer spending. Domestic taverns are expected to grow by 18.8% by 2025. Successful taverns have a unique atmosphere and offer high-quality drinks at reasonable prices.

Customers have also shifted their preferences from mass-produced and inexpensive beers to wanting premium quality. This has made the popularity of foreign beers, which are perceived as being of higher quality. Younger consumers are the ones driving the trends that drive the premiumization and increase of international brands.

E-commerce also plays a part in beer consumption. Tmall saw **48.2%** increase in beer sales during **2020** due to the pandemic. This reliance on online shopping continues to exist in many industries, as consumers have grown accustomed to online conveniences.



Ice Cream & Gelato

Ice cream is a worldwide sweet treat that touches every part of the world including China. According to the Italian Trade Agency, there were **28,800** ice cream businesses in China in 2023. ResearchAndMarkets also projected that the Chinese ice cream market would reach **USD 27.59 billion** by 2030, with a CAGR of 6.24%!

The ice cream market covers a wide range of people but especially between 18 and 39 consisting of 40% of the market. There is also a higher proportion of female consumers. While the cold treat is consumed by 98.9% of Chinese people during the summer of 2022, 70% of them also make purchases during the winter.

Vanilla continues to be a classic and popular flavor among Chinese consumers. New and innovative flavors are now breaking through. This may include tea, coffee, or citrus flavors or other local flavors like matcha or red bean.



Italian gelato and dairy-free sorbet offer unique options for those seeking a new texture, flavor, or a healthier alternative. Italian Gelato has less fat and more milk than American-style ice cream leaving a more dense yet smooth and creamy texture. It also has a few different flavor options like stracciatella or hazelnut. On top of the many flavors, the cone and cup nature of the food gives a portable option for the fast-paced lifestyle of many Chinese consumers. Just like ice cream, gelato flavors have been adapted to local tastes to include ingredients like mango, green tea, and red bean. Marketing these products relies on creating visually appealing foods that encourage people to take photos and share them online.



Given the popularity of these products, brands need to be innovative to stand out. Creating ice creams with intricate and beautiful designs has become a major trend.

EGGist Consulting

If you are operating in the F&B industry and are interested in knowing more about the potential of the China Digital Landscape to engage with the Chinese consumers worldwide, contact EGGsist for a tailor-made strategy for your brand!

Digital Marketing:

- Baidu SEO & SEM
- Programmatic Advertising
- Website, web portal, e-commerce platforms
- Translation and Content
- Localization
- Website hosting & software integrations

Consulting Services:

- Webinar & Trainings
- Social Media Strategy
- Business Planning
- Go to Market Strategy
- Market Research

Digital Advertising:

- Alipay+ O2O - Drive to Store campaigns for F&B, Luxury and Fashion
- Ctrip Advertising
- Tencent advertising services
- Secoo cross-border solution & live-streaming
- KOL Marketing





eggsist menu

Contributors:

RicettAlis - Concept

Valeria Vasquez - Creative

Sydney Lee - Research & Content

Edoardo Cacciafesta - AI images

George Toomey - Editing

Adalberto Bari - Business development

**TO GET THE FULL REPORT CONTACT
US AT BD@EGGSIST.COM**



www.eggsist.com



bd@eggsist.com



+39 02798845



+442033938179



via A. Locatelli 2,
Milan, Italy



167-169 Great Portland
Street, London, UK

