

Chinese Foods - US - March 2002 (\$2995.00)

Mintel's exclusive profile of the Chinese foods industry will target market size and segmentation, with an emphasis on the consumer. With Americans becoming more health conscious and familiar with ethnic foods, the Chinese food industry has flourished. This report will profile such areas as the top consumer choices for dishes in Chinese restaurants, and where consumers prefer to eat Chinese foods. A Chinese meal usually consists of several varied dishes; some notably sweet, some spicy, some fruity, smokey or delicate in nature.

This innovative look at the Chinese foods industry will also focus on some of the key players within the industry, as well as a look at the eight major segments within the Chinese food marketplace: Shangdong, Chekiang, Szechwan, Jiangshu, Guangdong, Hunan, Fujian and Anhwei. The Chinese food industry has a long history and culture, which includes a diversity of products and customs associated with those particular products. The popularity of Chinese foods in the United States comes from the fact that Chinese food typically serves two to three people per entrée, it can be easily eaten at home via delivery or preparation, and is the ideal meal for a large group of people preferring to dine out.

Mintel's profile of the Chinese foods marketplace will examine such issues as:

- Consumer attitudes about Chinese foods.
- Consumer preferences and pricing concerns in terms of eating at home, dining out, or preparing Chinese foods themselves.
- A brief synopsis of the foodservice industry and how it has dealt with preparing Chinese foods, as well as restaurants specializing in Chinese foods only.
- The future of the Chinese foods marketplace in America.

Mintel's in-depth look at the Chinese foods market in the U.S. will also examine consumer concerns over nutrition, diet and healthy-eating habits, and how they view Chinese foods in relation to those concerns. This report contains US IRI InfoScan data.