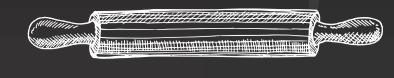
Foreign F&B Expansion in China





China's strong consumer sector means F&B remains one of the country's most active areas of growth.





Overall expansion across all brands in 2015





Of the brands studied grew over 30% that year



The Changing F&B Landscape

Lower tier cities overall were more active with brands becoming more confident about farther afield regions.

Expansion, by City Tier

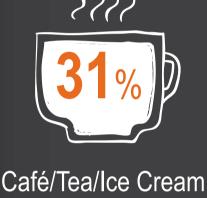






Smaller café-format shops selling coffee, tea and ice cream were the most active category

Expansion, by Store Type



Contraction, by Store Type











Smaller Chains Grow Fastest





26%





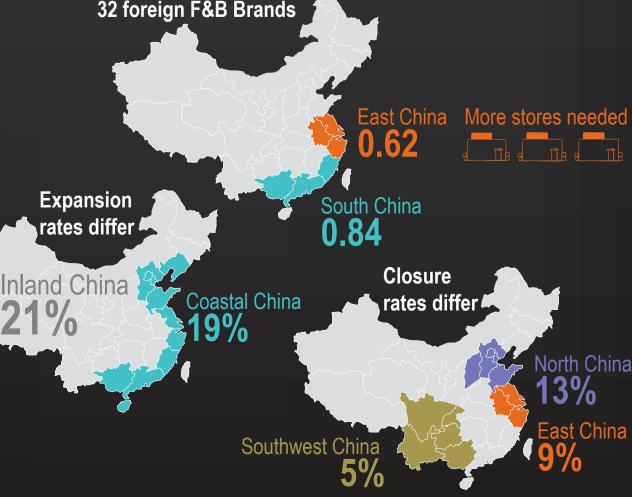


15%





Average stores per million people, across 32 foreign F&B Brands



仲量聯行