



# Self-Service Cafeterias in Japan

February 2024

Table of Contents

## Self-Service Cafeterias in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increased activities outside the home and price increases contribute to growth  
Toridoll Corp extends its lead thanks a consistent strategy focusing on experiences

#### PROSPECTS AND OPPORTUNITIES

Collaborations likely to contribute to growth  
Sustainability initiatives will accelerate  
Omnichannel remains key to maximising foodservice sales

#### CATEGORY DATA

- Table 1 - Self-Service Cafeterias: Units/Outlets 2018-2023
- Table 2 - Sales in Self-Service Cafeterias: Number of Transactions 2018-2023
- Table 3 - Sales in Self-Service Cafeterias: Foodservice Value 2018-2023
- Table 4 - Sales in Self-Service Cafeterias: % Units/Outlets Growth 2018-2023
- Table 5 - Sales in Self-Service Cafeterias: % Transaction Growth 2018-2023
- Table 6 - Sales in Self-Service Cafeterias: % Foodservice Value Growth 2018-2023
- Table 7 - GBO Company Shares in Chained Self-Service Cafeterias: % Foodservice Value 2019-2023
- Table 8 - GBN Brand Shares in Chained Self-Service Cafeterias: % Foodservice Value 2020-2023
- Table 9 - Forecast Self-Service Cafeterias: Units/Outlets 2023-2028
- Table 10 - Forecast Sales in Self-Service Cafeterias: Number of Transactions 2023-2028
- Table 11 - Forecast Sales in Self-Service Cafeterias: Foodservice Value 2023-2028
- Table 12 - Forecast Self-Service Cafeterias: % Units/Outlets Growth 2023-2028
- Table 13 - Forecast Sales in Self-Service Cafeterias: % Transaction Growth 2023-2028
- Table 14 - Forecast Sales in Self-Service Cafeterias: % Foodservice Value Growth 2023-2028

## Consumer Foodservice in Japan - Industry Overview

### EXECUTIVE SUMMARY

Consumer foodservice in 2023: The big picture  
2023 key trends  
Competitive landscape  
Independent foodservice developments  
What next for consumer foodservice?

#### MARKET DATA

- Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2018-2023
- Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023
- Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023
- Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023
- Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023
- Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023
- Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023
- Table 22 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023
- Table 23 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023
- Table 24 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023
- Table 25 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028
- Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

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## SOURCES

### Summary 1 - Research Sources

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