



Euromonitor  
International

# Full-Service Restaurants in Malaysia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Asian full-service restaurants see strong performance, supported by country’s diverse food culture  
Strong influence of Chinese-influenced full-service restaurants fuel growth in 2024  
Full-service restaurant players explore various fulfilment methods to reduce operating costs

PROSPECTS AND OPPORTUNITIES

Menu diversification will be key strategy for full-service restaurant players seeking to maintain competitive edge  
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Dine-in will remain dominant but delivery will play key role

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Consumer Foodservice in Malaysia - Industry Overview

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