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International

# Self-Service Cafeterias in Malaysia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Independent self-service cafeterias dominate the market
- Ikea invests in localised menus to attract customers
- Independent food courts cater to consumers seeking value-for-money options

PROSPECTS AND OPPORTUNITIES

- Chained self-service cafeterias, led by Ikea, will maintain stable number of outlets
- Food courts and gourmet hubs will gain popularity in major cities
- Digital ordering platforms will enhance efficiency

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Consumer Foodservice in Malaysia - Industry Overview

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