



Self-Service Cafeterias in Malaysia

February 2024

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Self-Service Cafeterias in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Self-service cafeterias lacking in popularity in Malaysia, with Ikea Restaurants dominating share
Ikea Restaurants continues with constant marketing campaigns to promote its self-service cafeterias
Remote working impacts self-service cafeterias

PROSPECTS AND OPPORTUNITIES

Limited potential for self-service cafeterias during forecast period
Rise in number of food court outlets expected to boost visibility of self-service cafeterias in Malaysia
Value-driven self-service cafeterias to attract more consumers due to surging pressure from higher cost of living

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