



# Consumer Foodservice By Location in Malaysia

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Consumer foodservice through stand-alone maintains leading position amongst consumer foodservice by location

Revolutionary cinematic experience providing room for consumer foodservice to grow through leisure channel

Rapid opening of foodservice outlets in KLIA and KLIA 2 leads to rising sales through travel

### PROSPECTS AND OPPORTUNITIES

Soaring sales in consumer foodservice through retail as a result of cross-collaboration with retail brands

Consumer foodservice players bank on convenient locations in various forecourt retailers

More unique offering from lodging locations expected to be seen in forecast period

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