



Limited-Service Restaurants in Malaysia

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Geopolitical tension built up from Israel-Hamas War hurts performance of various limited-service restaurants
Rise in visibility of locally infused Asian limited-service restaurants located within major shopping malls
Limited-service restaurants operators are taking advantage of customers who are time-conscious and value convenience

PROSPECTS AND OPPORTUNITIES

Menu Rahmah to accommodate consumers who are faced with rising inflationary costs
New players with fun and convenient dining concepts
Stiff competition between local players and international companies expanding into Malaysia

CATEGORY DATA

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

Consumer Foodservice in Malaysia - 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 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2018-2023
Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023
Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023
Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023
Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028
Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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