

Limited-Service Restaurants in Malaysia

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Limited-Service Restaurants in Malaysia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Challenging year for chained limited-service restaurants

Emerging regional players attract consumers away from established chains

Third-party delivery providers gain traction

PROSPECTS AND OPPORTUNITIES

Limited-service restaurant providers anticipate slow recovery

Drive-through formats and home delivery will continue to gain popularity

Self-ordering systems will appeal to time-pressed consumers

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Consumer Foodservice in Malaysia - Industry Overview

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