



Euromonitor  
International

# Limited-Service Restaurants in Indonesia

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Positive growth in 2023, but transactions have yet to recover to pre-pandemic levels  
McDonald's retains its lead, thanks to strategy of outlet expansion and consistent promotions  
Players continue to invest in digital services

### PROSPECTS AND OPPORTUNITIES

Continued healthy growth, thanks to promotional strategies of leading players  
Chained Asian limited-service restaurants will be key contributor to growth  
Mie Gacoan will gain traction while international players could struggle in face of ties with Israel

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