

# Limited-Service Restaurants in Japan

March 2025

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# Limited-Service Restaurants in Japan - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Ongoing solid growth driven by recovery in footfall as well as "Taipa" trend

Pricing strategy remains key to attracting budget-minded consumers

7-Eleven Japan continues to lead channel, followed by McDonald's

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Strategies must respond to declining population and shifting demographics

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