

# Limited-Service Restaurants in Hong Kong, China

February 2025

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# Limited-Service Restaurants in Hong Kong, China - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Heavy discounting as main strategy to appeal to and retain customers New brands target value-conscious diners with low menu average prices Keeta disrupts delivery landscape in Hong Kong

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Low growth expected over the forecast period Growth of delivery services set to stabilise Diversifying menu items will be key to appeal to specific customer groups for growth

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