

Cafes/Bars in Malaysia

Market Direction | 2023-02-17 | 25 pages | Euromonitor

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Report description:

Cafes/bars saw solid growth in 2022, although current value sales remained well below pre-pandemic levels. The easing of various national COVID-19 related measures, including the removal of the Government's Movement Control Order in October 2021, resulted in an increase in footfall in such outlets. The return of inbound tourism to Malaysia also had a significant impact on cafes/bars sales, as foreign visitors constitute an important consumer group for the channel. This was in contrast to 2021 wh...

Euromonitor International's Cafes/Bars in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Bars/Pubs, Cafes, Chained Cafes/Bars, Independent Cafes/Bars, Juice/Smoothie Bars, Specialist Coffee and Tea Shops.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Cafes/Bars market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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2022 DEVELOPMENTS

Slow recovery for cafes/bars amid rising commodity prices and ongoing staff shortages

Chained coffee shops will lead expansion, while juice/smoothie bars will benefit from rising levels of health consciousness

Leading international players will continue to open new stores, while Malaysian --owned Old Town White Coffee plans a revamp

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Gradual revival expected, although growth will be hampered by worker shortages

Chains will grow through the expansion of their outlet networks and a focus on healthier offerings

Improved customer experience through technology

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