

Consumer Foodservice in Malaysia

Market Direction | 2023-02-17 | 97 pages | Euromonitor

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Report description:

Consumer Foodservice in Malaysia saw solid growth in 2022, although current value sales remained 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, saw food and beverage outlets reopen for business with normal operating hours. The return of Malaysians to their physical workplaces, combined with the loosening of restrictions relating to both international and domestic travel, also l...

Euromonitor International's Consumer Foodservice 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: Consumer Foodservice by Location, Consumer Foodservice by Type.

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

Why buy this report?

- * Get a detailed picture of the Consumer Foodservice 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Sustained growth expected, thanks to generally low unit prices

Network diversification likely over the forecast period

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