

Full-Service Restaurants in Malaysia

Market Direction | 2023-02-17 | 30 pages | Euromonitor

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Report description:

Like other categories, full-service restaurants benefitted from the removal of COVID-19 related movement restrictions at the end of 2021. However, current value growth, although positive, was somewhat muted in 2022, due to the high rate of inflation, which saw consumers become increasingly price conscious. Full-service restaurants were disproportionately affected by this trend, due to their generally higher unit prices when compared with other outlet types, such as limited service restaurants, fo...

Euromonitor International's Full-Service Restaurants 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: Chained Full-Service Restaurants, Full-Service Restaurants by Type, Independent Full-Service Restaurants.

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

Why buy this report?

- * Get a detailed picture of the Full-Service Restaurants 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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Table of Contents:

Full-Service Restaurants in Malaysia
Euromonitor International
February 2023

List Of Contents And Tables

FULL-SERVICE RESTAURANTS IN MALAYSIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Full-service restaurants see positive growth, but recovery remains hindered by consumer price consciousness

Home delivery continues apace, boosted by the activities of third party operators

Leader Secret Recipe increases its share, thanks to its affordable prices

PROSPECTS AND OPPORTUNITIES

Full recovery expected, with chained outlets leading the way, amid strong competition from limited service restaurants

Ghost kitchens present both a threat and an opportunity

Players to operate varied expansion strategies during the forecast period

CATEGORY DATA

Table 1 Full-Service Restaurants by Category: Units/Outlets 2017-2022

Table 2 Sales in Full-Service Restaurants by Category: Number of Transactions 2017-2022

Table 3 Sales in Full-Service Restaurants by Category: Foodservice Value 2017-2022

Table 4 Full-Service Restaurants by Category: % Units/Outlets Growth 2017-2022

Table 5 Sales in Full-Service Restaurants by Category: % Transaction Growth 2017-2022

Table 6 Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2017-2022

Table 7 GBO Company Shares in Chained Full-Service Restaurants: % Foodservice Value 2018-2022

Table 8 GBN Brand Shares in Chained Full-Service Restaurants: % Foodservice Value 2019-2022

Table 9 Forecast Full-Service Restaurants by Category: Units/Outlets 2022-2027

Table 10 □Forecast Sales in Full-Service Restaurants by Category: Number of Transactions 2022-2027

Table 11 □Forecast Sales in Full-Service Restaurants by Category: Foodservice Value 2022-2027

Table 12 □Forecast Full-Service Restaurants by Category: % Units/Outlets Growth 2022-2027

Table 13 □Forecast Sales in Full-Service Restaurants by Category: % Transaction Growth 2022-2027

Table 14 □Forecast Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2022-2027

CONSUMER FOODSERVICE IN MALAYSIA

EXECUTIVE SUMMARY

Consumer foodservice in 2022: The big picture

2022 Key Trends

Competitive landscape

Independent foodservice developments

What next for consumer foodservice?

MARKET DATA

Table 15 Units, Transactions and Value Sales in Consumer Foodservice 2017-2022

Table 16 Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2017-2022

Table 17 Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2022

Table 18 Consumer Foodservice by Independent vs Chained: % Foodservice Value 2017-2022

Table 19 Sales in Consumer Foodservice by Eat-In vs Delivery and To-Go: % Foodservice Value 2017-2022

Table 20 Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2017-2022

Table 21 Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2022

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Table 22 Sales in Consumer Foodservice by Online/Offline Ordering: % Foodservice Value 2017-2022

Table 23 Sales in Consumer Foodservice by Location: % Foodservice Value 2017-2022

Table 24 □GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2018-2022

Table 25 □GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2022

Table 26 □GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2022

Table 27 □Forecast Units, Transactions and Value Sales in Consumer Foodservice 2022-2027

Table 28 □Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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