

Limited-Service Restaurants in Malaysia

Market Direction | 2023-02-17 | 36 pages | Euromonitor

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Report description:

Following the easing of national COVID-19 related measures, limited-service restaurants saw a second year of healthy growth in 2022, with current value sales exceeding 2019 levels. This was in spite of ongoing supply issues, which were a key feature of the category. Notable amongst these was a shortage of chicken, which affected a number of key chains, including KFC Malaysia, Nando's and Texas Chicken, amongst others. This was due to a combination of staff shortages, disease amongst the chicken...

Euromonitor International's Limited-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 Limited-Service Restaurants, Independent Limited-Service Restaurants, Limited-Service Restaurants 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 Limited-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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reliable information resources to help drive informed strategic planning.

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