

Street Stalls/Kiosks in Malaysia

Market Direction | 2023-02-17 | 21 pages | Euromonitor

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Report description:

Chained street stalls/kiosks saw a second year of positive growth in current value terms in 2022, as they continued to benefit from their wide-ranging locations in a standalone format. Sales were further boosted by the removal of restrictions on movement in public spaces, such as shopping malls, which led to an increase in foot traffic, particularly around the time of the Hari Raya festival and at weekends. This translated into more consumers visiting street stalls/kiosks, especially those servin...

Euromonitor International's Street Stalls/Kiosks 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 Street Stalls/Kiosks, Independent Street Stalls/Kiosks.

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

Why buy this report?

- * Get a detailed picture of the Street Stalls/Kiosks 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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Accelerated growth in 2022, following removal of COVID-19 restrictions

Bubble tea brews up expansion for the category

Partnerships with other brands prove to be key marketing strategy

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Sustained growth expected, thanks to generally low unit prices

Network diversification likely over the forecast period

Players expected to launch new variants to satisfy ever changing consumer tastes

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