

Limited-Service Restaurants in Japan

Market Direction | 2024-02-08 | 36 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Limited-service restaurants continued to see a positive current value performance in 2023, mainly driven by unit price increases. Although some companies had already implemented price increases in 2022, it became inevitable that they would raise prices again in 2023, as production costs remained high. With consumers tightening their budget and becoming more selective, pricing strategy was key to retain consumers.

Euromonitor International's Limited-Service Restaurants in Japan 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 2028 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.

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Limited-Service Restaurants in Japan
Euromonitor International
February 2024

List Of Contents And Tables

LIMITED-SERVICE RESTAURANTS IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued strong growth driven by price increases, but price strategy remains important

Convenience stores and burger limited-service restaurants seek further growth by targeting tourists

Onigiri boom, driven by Bongo

PROSPECTS AND OPPORTUNITIES

Digitalisation and new technology will be needed for sustainable growth

Premiumisation set to play an important role in attracting consumers and sustaining sales

CATEGORY DATA

Table 1 Limited-Service Restaurants by Category: Units/Outlets 2018-2023

Table 2 Sales in Limited-Service Restaurants by Category: Number of Transactions 2018-2023

Table 3 Sales in Limited-Service Restaurants by Category: Foodservice Value 2018-2023

Table 4 Limited-Service Restaurants by Category: % Units/Outlets Growth 2018-2023

Table 5 Sales in Limited-Service Restaurants by Category: % Transaction Growth 2018-2023

Table 6 Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2018-2023

Table 7 GBO Company Shares in Chained Limited-Service Restaurants: % Foodservice Value 2019-2023

Table 8 GBN Brand Shares in Chained Limited-Service Restaurants: % Foodservice Value 2020-2023

Table 9 Forecast Limited-Service Restaurants by Category: Units/Outlets 2023-2028

Table 10 □Forecast Sales in Limited-Service Restaurants by Category: Number of Transactions 2023-2028

Table 11 □Forecast Sales in Limited-Service Restaurants by Category: Foodservice Value 2023-2028

Table 12 □Forecast Limited-Service Restaurants by Category: % Units/Outlets Growth 2023-2028

Table 13 □Forecast Sales in Limited-Service Restaurants by Category: % Transaction Growth 2023-2028

Table 14 □Forecast Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2023-2028

CONSUMER FOODSERVICE IN JAPAN

EXECUTIVE SUMMARY

Consumer foodservice in 2023: The big picture

2023 key trends

Competitive landscape

Independent foodservice developments

What next for consumer foodservice?

MARKET DATA

Table 15 Units, Transactions and Value Sales in Consumer Foodservice 2018-2023

Table 16 Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023

Table 17 Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023

Table 18 Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023

Table 19 Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 20 Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023
Table 21 Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023
Table 22 GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023
Table 23 GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023
Table 24 □GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023
Table 25 □Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028
Table 26 □Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Limited-Service Restaurants in Japan

Market Direction | 2024-02-08 | 36 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-03-11
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com