

Cafes/Bars in Malaysia

Market Direction | 2024-02-27 | 26 pages | Euromonitor

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Report description:

There has been a significant rise in the number of Malaysians taking up coffee drinking culture, with the country ranked third highest in terms of coffee consumption in Asia Pacific. With Malaysians becoming more coffee-savvy, there are notable generational shifts in demand for different types of coffee. The older generation largely opts for local kopi (coffee), while younger generations such as Gen Z, are being influenced by the availability of a diverse range of coffee chains. The final year o...

Euromonitor International's Cafes/Bars 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 2028 illustrate how the market is set to change.

Product coverage: Bars/Pubs, Cafes, Chained Cafes/Bars, Independent Cafes/Bars, Juice/Smoothie Bars, Specialist Coffee and Tea Shops.

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

Why buy this report?

- * Get a detailed picture of the Cafes/Bars 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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2023 DEVELOPMENTS

Rising interest in coffee drinking culture leads to strong growth of specialist coffee and tea shops

Coffee drinking culture comes to fruition with the opening of wide range of new brands

Bars serving extensive food menus at an affordable price attracting consumers on tight budgets

PROSPECTS AND OPPORTUNITIES

Growing interest in cafe-hopping lifestyles witnessed amongst Malaysians expected to boost number of chained and independent cafes

Drive-through outlets set to become very popular fulfillment method amongst cafes in the forecast period

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