

Consumer Foodservice By Location in Malaysia

Market Direction | 2024-02-27 | 36 pages | Euromonitor

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Report description:

Stand-alone remained the most popular consumer foodservice location in the Malaysian market in 2023. Most consumer foodservice operators opt for stand-alone locations for their outlets. There has been an increase in the number of consumer foodservice brands such as McDonald's, A&W and KFC opening stand-alone outlets beyond the retail space given in shopping malls. This is enabling them to provide different fulfilment methods, with drive-through becoming increasingly prominent amongst them. The s...

Euromonitor International's Consumer Foodservice by Location 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: Consumer Foodservice Through Leisure, Consumer Foodservice Through Lodging, Consumer Foodservice Through Retail, Consumer Foodservice Through Standalone, Consumer Foodservice Through Travel.

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

Why buy this report?

- * Get a detailed picture of the Consumer Foodservice by Location 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer foodservice through stand-alone maintains leading position amongst consumer foodservice by location

Revolutionary cinematic experience providing room for consumer foodservice to grow through leisure channel

Rapid opening of foodservice outlets in KLIA and KLIA 2 leads to rising sales through travel

PROSPECTS AND OPPORTUNITIES

Soaring sales in consumer foodservice through retail as a result of cross-collaboration with retail brands

Consumer foodservice players bank on convenient locations in various forecourt retailers

More unique offering from lodging locations expected to be seen in forecast period

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