

Full-Service Restaurants in Malaysia

Market Direction | 2024-02-27 | 30 pages | Euromonitor

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Report description:

The full-service restaurants category is seeing growing consumer interest in Korean-influenced restaurants. The Muslim-dominated community in Malaysia is favouring Korean dining concepts, with food options such as Korean fried chicken, gaining traction in the community. While pioneer brands such as KyoChon 1991, Mr Dakgalbi 4Fingers Crispy Chicken and DubuYo have been doing relatively well in Malaysia, there are other newer brands such as K Fry Urban Korean, Oppadak Korean Oven Baked Chicken, Go...

Euromonitor International's Full-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 2028 illustrate how the market is set to change.

Product coverage: Chained Full-Service Restaurants, Full-Service Restaurants by Type, Independent Full-Service Restaurants.

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

Why buy this report?

- * Get a detailed picture of the Full-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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