

Limited-Service Restaurants in Malaysia

Market Direction | 2024-02-27 | 37 pages | Euromonitor

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Report description:

The Israel-Hamas War had an impact on limited-service restaurants in Malaysia from October 2023. In the majority Muslim country of Malaysia, the outbreak of the Israel-Hamas War led to a series of boycotting events aimed at multinational chains such as McDonald's and KFC, which were seen as supporting Israel against the Palestinians. Gerbang Alaf Restaurants Sdn Bhd - licensee of McDonald's Malaysia - initiated a lawsuit against BDS Malaysia, an instigator of the movement promoting boycotts agai...

Euromonitor International's Limited-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 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

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Limited-Service Restaurants in Malaysia
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List Of Contents And Tables

LIMITED-SERVICE RESTAURANTS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Geopolitical tension built up from Israel-Hamas War hurts performance of various limited-service restaurants
Rise in visibility of locally infused Asian limited-service restaurants located within major shopping malls
Limited-service restaurants operators are taking advantage of customers who are time-conscious and value convenience

PROSPECTS AND OPPORTUNITIES

Menu Rahmah to accommodate consumers who are faced with rising inflationary costs
New players with fun and convenient dining concepts
Stiff competition between local players and international companies expanding into Malaysia

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 MALAYSIA

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
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 Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2018-2023
Table 23 GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023
Table 24 □GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023
Table 25 □GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023
Table 26 □Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028
Table 27 □Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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