

## **Consumer Foodservice in Hong Kong, China**

Market Direction | 2024-03-14 | 106 pages | Euromonitor

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### **Report description:**

Consumer foodservice saw growth in outlet numbers and transaction volumes in Hong Kong in 2023, along with significant current value growth. 2023 was a year of recuperation for consumer foodservice players in Hong Kong. The previous few years, particularly during the pandemic, were detrimental to foodservice businesses, many of which struggled to survive amidst lockdowns, restrictions, and reduced consumer spending. As a result, these businesses focused on improving their cash flows in 2023, to...

Euromonitor International's Consumer Foodservice in Hong Kong, China 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 by Fulfillment, Consumer Foodservice by Location, Consumer Foodservice by Ordering Platform, Consumer Foodservice 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 Consumer Foodservice 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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Bars/pubs struggles to regain momentum, with challenges from weakened demand

Specialist coffee shops expand to retail through RTD to increase touchpoints

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 Japanese-style restaurants remain resilient in Hong Kong  
 Mainland China chains enter Hong Kong, eyeing further international expansion

#### PROSPECTS AND OPPORTUNITIES

Full-service restaurants expected to recover to pre-pandemic level of value sales in 2026  
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#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Self-service cafeterias sees continued decline, as outbound tourism recovers and outlet numbers fall  
 Premium food court concept gains popularity  
 Ikea Restaurant has a strategy to build traffic and brand awareness

#### PROSPECTS AND OPPORTUNITIES

Shifting value proposition for self-service cafeterias expected  
 Greater Bay Area integration indicates that transformations to align with shifting consumer behaviour will be needed in the short

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##### KEY DATA FINDINGS

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Street stalls/kiosks attract locals and tourists with their unique local offerings

Bubble tea chains are expanding horizontally to the cafe concept

Chains from Mainland China enter the market, eyeing international expansion

##### PROSPECTS AND OPPORTUNITIES

Street stalls/kiosks expected to maintain relevance, especially amongst tourists

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Consumer foodservice through standalone rebounds along with government initiatives to drive tourist consumption

Consumer foodservice through leisure sees a rapid rebound thanks to tourism recovery

New shopping centres and new concepts drive growth in consumer foodservice through retail

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## LIMITED-SERVICE RESTAURANTS IN HONG KONG, CHINA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rebound in 2023 is driven mainly by price increases

Establishing direct delivery services for control over delivery and revenues

Popularity of 'This This Rice' continues, due to offering quality and value for money

#### PROSPECTS AND OPPORTUNITIES

Recovery in 2024, with new menus and concepts driving growth in the short term

Focus on sustainability to build brand equity will be key, especially for large chains

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