

Limited-Service Restaurants in Hong Kong, China

Market Direction | 2025-02-20 | 39 pages | Euromonitor

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Report description:

In 2024, limited-service restaurants in Hong Kong recorded flat value growth compared to 2023. However, the channel remained fiercely competitive during the year, with businesses aggressively offering discounts to attract customers. This trend was driven by the sluggish recovery in tourism spending, which had not rebounded as strongly as anticipated. Many foodservice operators, particularly limited-service chains and casual dining spots have been relying on frequent promotions, meal bundles, and...

Euromonitor International's Limited-Service Restaurants 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 2029 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.

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Heavy discounting as main strategy to appeal to and retain customers
New brands target value-conscious diners with low menu average prices
Keeta disrupts delivery landscape in Hong Kong

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CONSUMER FOODSERVICE IN HONG KONG, CHINA

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