

Consumer Foodservice in Hong Kong, China

March 2024

Table of Contents

Consumer Foodservice in Hong Kong, China

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 1 Units, Transactions and Value Sales in Consumer Foodservice 2018-2023
- Table 2 Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023
- Table 3 Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023
- Table 4 Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023
- Table 5 Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023
- Table 6 Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023
- Table 7 Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023
- Table 8 Sales in Consumer Foodservice by Fulfilment: % Foodservice Value 2018-2023
- Table 9 GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023
- Table 10 GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023
- Table 11 GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023
- Table 12 Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028
- Table 13 Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Cafés/Bars in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continuously fragmenting coffee scene, with taste remaining the determinant factor in purchases Bars/pubs struggles to regain momentum, with challenges from weakened demand Specialist coffee shops expand to retail through RTD to increase touchpoints

PROSPECTS AND OPPORTUNITIES

Enhancing loyalty is a priority in the face of continuous fragmentation in Hong Kong Elevating the bar/pub experience with strong storytelling will be key to differentiate and survive Sustainability set to enhance brand equity in a fragmented landscape

- Table 14 Cafés/Bars by Category: Units/Outlets 2018-2023
- Table 15 Sales in Cafés/Bars by Category: Number of Transactions 2018-2023
- Table 16 Sales in Cafés/Bars by Category: Foodservice Value 2018-2023
- Table 17 Cafés/Bars by Category: % Units/Outlets Growth 2018-2023
- Table 18 Sales in Cafés/Bars by Category: % Transaction Growth 2018-2023
- Table 19 Sales in Cafés/Bars by Category: % Foodservice Value Growth 2018-2023
- Table 20 GBO Company Shares in Chained Cafés/Bars: % Foodservice Value 2019-2023
- Table 21 GBN Brand Shares in Chained Cafés/Bars: % Foodservice Value 2020-2023
- Table 22 Forecast Cafés/Bars by Category: Units/Outlets 2023-2028
- Table 23 Forecast Sales in Cafés/Bars by Category: Number of Transactions 2023-2028

- Table 24 Forecast Sales in Cafés/Bars by Category: Foodservice Value 2023-2028
- Table 25 Forecast Cafés/Bars by Category: % Units/Outlets Growth 2023-2028
- Table 26 Forecast Sales in Cafés/Bars by Category: % Transaction Growth 2023-2028
- Table 27 Forecast Sales in Cafés/Bars by Category: % Foodservice Value Growth 2023-2028

Full-Service Restaurants in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Full-service restaurants faces difficulties recovering due to tourism flows, shifting behaviours, and labour shortages 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

Mainland China chains to gain significance as consumer behaviour changes along with Greater Bay Area integration Players should focus on creating niches to recapture local consumption

CATEGORY DATA

- Table 28 Full-Service Restaurants by Category: Units/Outlets 2018-2023
- Table 29 Sales in Full-Service Restaurants by Category: Number of Transactions 2018-2023
- Table 30 Sales in Full-Service Restaurants by Category: Foodservice Value 2018-2023
- Table 31 Full-Service Restaurants by Category: % Units/Outlets Growth 2018-2023
- Table 32 Sales in Full-Service Restaurants by Category: % Transaction Growth 2018-2023
- Table 33 Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2018-2023
- Table 34 GBO Company Shares in Chained Full-Service Restaurants: % Foodservice Value 2019-2023
- Table 35 GBN Brand Shares in Chained Full-Service Restaurants: % Foodservice Value 2020-2023
- Table 36 Forecast Full-Service Restaurants by Category: Units/Outlets 2023-2028
- Table 37 Forecast Sales in Full-Service Restaurants by Category: Number of Transactions 2023-2028
- Table 38 Forecast Sales in Full-Service Restaurants by Category: Foodservice Value 2023-2028
- Table 39 Forecast Full-Service Restaurants by Category: % Units/Outlets Growth 2023-2028
- Table 40 Forecast Sales in Full-Service Restaurants by Category: % Transaction Growth 2023-2028
- Table 41 Forecast Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2023-2028

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

Emotional loyalty strategies will be key for players in limited-service restaurants

- Table 42 Limited-Service Restaurants by Category: Units/Outlets 2018-2023
- Table 43 Sales in Limited-Service Restaurants by Category: Number of Transactions 2018-2023
- Table 44 Sales in Limited-Service Restaurants by Category: Foodservice Value 2018-2023
- Table 45 Limited-Service Restaurants by Category: % Units/Outlets Growth 2018-2023

- Table 46 Sales in Limited-Service Restaurants by Category: % Transaction Growth 2018-2023
- Table 47 Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2018-2023
- Table 48 GBO Company Shares in Chained Limited-Service Restaurants: % Foodservice Value 2019-2023
- Table 49 GBN Brand Shares in Chained Limited-Service Restaurants: % Foodservice Value 2020-2023
- Table 50 Forecast Limited-Service Restaurants by Category: Units/Outlets 2023-2028
- Table 51 Forecast Sales in Limited-Service Restaurants by Category: Number of Transactions 2023-2028
- Table 52 Forecast Sales in Limited-Service Restaurants by Category: Foodservice Value 2023-2028
- Table 53 Forecast Limited-Service Restaurants by Category: % Units/Outlets Growth 2023-2028
- Table 54 Forecast Sales in Limited-Service Restaurants by Category: % Transaction Growth 2023-2028
- Table 55 Forecast Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2023-2028

Self-Service Cafeterias in Hong Kong, China

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 term

CATEGORY DATA

- Table 56 Self-Service Cafeterias: Units/Outlets 2018-2023
- Table 57 Sales in Self-Service Cafeterias: Number of Transactions 2018-2023
- Table 58 Sales in Self-Service Cafeterias: Foodservice Value 2018-2023
- Table 59 Sales in Self-Service Cafeterias: % Units/Outlets Growth 2018-2023
- Table 60 Sales in Self-Service Cafeterias: % Transaction Growth 2018-2023
- Table 61 Sales in Self-Service Cafeterias: % Foodservice Value Growth 2018-2023
- Table 62 GBO Company Shares in Chained Self-Service Cafeterias: % Foodservice Value 2019-2023
- Table 63 GBN Brand Shares in Chained Self-Service Cafeterias: % Foodservice Value 2020-2023
- Table 64 Forecast Self-Service Cafeterias: Units/Outlets 2023-2028
- Table 65 Forecast Sales in Self-Service Cafeterias: Number of Transactions 2023-2028
- Table 66 Forecast Sales in Self-Service Cafeterias: Foodservice Value 2023-2028
- Table 67 Forecast Self-Service Cafeterias: % Units/Outlets Growth 2023-2028
- Table 68 Forecast Sales in Self-Service Cafeterias: % Transaction Growth 2023-2028
- Table 69 Forecast Sales in Self-Service Cafeterias: % Foodservice Value Growth 2023-2028

Street Stalls/Kiosks in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

Bubble tea chains are expanding horizontally to the café concept

Chains from Mainland China enter the market, eyeing international expansion

PROSPECTS AND OPPORTUNITIES

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

Offering a niche products and developing loyalty will be essential in a fragmenting channel

Street stalls/kiosks likely to provide more cashless payment options to better capitalise on tourist consumption

- Table 70 Street Stalls/Kiosks: Units/Outlets 2018-2023
- Table 71 Sales in Street Stalls/Kiosks: Number of Transactions 2018-2023
- Table 72 Sales in Street Stalls/Kiosks: Foodservice Value 2018-2023
- Table 73 Street Stalls/Kiosks: % Units/Outlets Growth 2018-2023
- Table 74 Sales in Street Stalls/Kiosks: % Transaction Growth 2018-2023
- Table 75 Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2018-2023
- Table 76 GBO Company Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2019-2023
- Table 77 GBN Brand Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2020-2023
- Table 78 Forecast Street Stalls/Kiosks: Units/Outlets 2023-2028
- Table 79 Forecast Sales in Street Stalls/Kjosks: Number of Transactions 2023-2028
- Table 80 Forecast Sales in Street Stalls/Kiosks: Foodservice Value 2023-2028
- Table 81 Forecast Street Stalls/Kiosks: % Units/Outlets Growth 2023-2028
- Table 82 Forecast Sales in Street Stalls/Kiosks: % Transaction Growth 2023-2028
- Table 83 Forecast Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2023-2028

Consumer Foodservice By Location in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Tourism recovery to benefit players offering local flavours and local culture in their menus Rethinking strategies to develop local consumption will be essential

- Table 84 Consumer Foodservice by Location: Units/Outlets 2018-2023
- Table 85 Sales in Consumer Foodservice by Location: Number of Transactions 2018-2023
- Table 86 Sales in Consumer Foodservice by Location: Foodservice Value 2018-2023
- Table 87 Consumer Foodservice by Location: % Units/Outlets Growth 2018-2023
- Table 88 Sales in Consumer Foodservice by Location: % Transaction Growth 2018-2023
- Table 89 Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2018-2023
- Table 90 Consumer Foodservice through Standalone: Units/Outlets 2018-2023
- Table 91 Sales in Consumer Foodservice through Standalone: Number of Transactions 2018-2023
- Table 92 Sales in Consumer Foodservice through Standalone: Foodservice Value 2018-2023
- Table 93 Consumer Foodservice through Standalone: % Units/Outlets Growth 2018-2023
- Table 94 Sales in Consumer Foodservice through Standalone: % Transaction Growth 2018-2023
- Table 95 Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2018-2023
- Table 96 Consumer Foodservice through Leisure: Units/Outlets 2018-2023
- Table 97 Sales in Consumer Foodservice through Leisure: Number of Transactions 2018-2023
- Table 98 Sales in Consumer Foodservice through Leisure: Foodservice Value 2018-2023
- Table 99 Consumer Foodservice through Leisure: % Units/Outlets Growth 2018-2023
- Table 100 Sales in Consumer Foodservice through Leisure: % Transaction Growth 2018-2023
- Table 101 Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2018-2023
- Table 102 Consumer Foodservice through Retail: Units/Outlets 2018-2023
- Table 103 Sales in Consumer Foodservice through Retail: Number of Transactions 2018-2023
- Table 104 Sales in Consumer Foodservice through Retail: Foodservice Value 2018-2023
- Table 105 Consumer Foodservice through Retail: % Units/Outlets Growth 2018-2023
- Table 106 Sales in Consumer Foodservice through Retail: % Transaction Growth 2018-2023
- Table 107 Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2018-2023

- Table 108 Consumer Foodservice through Lodging: Units/Outlets 2018-2023
- Table 109 Sales in Consumer Foodservice through Lodging: Number of Transactions 2018-2023
- Table 110 Sales in Consumer Foodservice through Lodging: Foodservice Value 2018-2023
- Table 111 Consumer Foodservice through Lodging: % Units/Outlets Growth 2018-2023
- Table 112 Sales in Consumer Foodservice through Lodging: % Transaction Growth 2018-2023
- Table 113 Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2018-2023
- Table 114 Consumer Foodservice through Travel: Units/Outlets 2018-2023
- Table 115 Sales in Consumer Foodservice through Travel: Number of Transactions 2018-2023
- Table 116 Sales in Consumer Foodservice through Travel: Foodservice Value 2018-2023
- Table 117 Consumer Foodservice through Travel: % Units/Outlets Growth 2018-2023
- Table 118 Sales in Consumer Foodservice through Travel: % Transaction Growth 2018-2023
- Table 119 Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2018-2023
- Table 120 Forecast Consumer Foodservice by Location: Units/Outlets 2023-2028
- Table 121 Forecast Sales in Consumer Foodservice by Location: Number of Transactions 2023-2028
- Table 122 Forecast Sales in Consumer Foodservice by Location: Foodservice Value 2023-2028
- Table 123 Forecast Consumer Foodservice by Location: % Units/Outlets Growth 2023-2028
- Table 124 Forecast Sales in Consumer Foodservice by Location: % Transaction Growth 2023-2028
- Table 125 Forecast Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2023-2028
- Table 126 Forecast Consumer Foodservice through Standalone: Units/Outlets 2023-2028
- Table 127 Forecast Sales in Consumer Foodservice through Standalone: Number of Transactions 2023-2028
- Table 128 Forecast Sales in Consumer Foodservice through Standalone: Foodservice Value 2023-2028
- Table 129 Forecast Consumer Foodservice through Standalone: % Units/Outlets Growth 2023-2028
- Table 130 Forecast Sales in Consumer Foodservice through Standalone: % Transaction Growth 2023-2028
- Table 131 Forecast Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2023-2028
- Table 132 Forecast Consumer Foodservice through Leisure: Units/Outlets 2023-2028
- Table 133 Forecast Sales in Consumer Foodservice through Leisure: Number of Transactions 2023-2028
- Table 134 Forecast Sales in Consumer Foodservice through Leisure: Foodservice Value 2023-2028
- Table 135 Forecast Consumer Foodservice through Leisure: % Units/Outlets Growth 2023-2028
- Table 136 Forecast Sales in Consumer Foodservice through Leisure: % Transaction Growth 2023-2028
- Table 137 Forecast Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2023-2028
- Table 138 Forecast Consumer Foodservice through Retail: Units/Outlets 2023-2028
- Table 139 Forecast Sales in Consumer Foodservice through Retail: Number of Transactions 2023-2028
- Table 140 Forecast Sales in Consumer Foodservice through Retail: Foodservice Value 2023-2028
- Table 141 Forecast Consumer Foodservice through Retail: % Units/Outlets Growth 2023-2028
- Table 142 Forecast Sales in Consumer Foodservice through Retail: % Transaction Growth 2023-2028
- Table 143 Forecast Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2023-2028
- Table 144 Forecast Consumer Foodservice through Lodging: Units/Outlets 2023-2028
- Table 145 Forecast Sales in Consumer Foodservice through Lodging: Number of Transactions 2023-2028
- Table 146 Forecast Sales in Consumer Foodservice through Lodging: Foodservice Value 2023-2028
- Table 147 Forecast Consumer Foodservice through Lodging: % Units/Outlets Growth 2023-2028
- Table 148 Forecast Sales in Consumer Foodservice through Lodging: % Transaction Growth 2023-2028
- Table 149 Forecast Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2023-2028
- Table 150 Forecast Consumer Foodservice through Travel: Units/Outlets 2023-2028
- Table 151 Forecast Sales in Consumer Foodservice through Travel: Number of Transactions 2023-2028
- Table 152 Forecast Sales in Consumer Foodservice through Travel: Foodservice Value 2023-2028
- Table 153 Forecast Consumer Foodservice through Travel: % Units/Outlets Growth 2023-2028
- Table 154 Forecast Sales in Consumer Foodservice through Travel: % Transaction Growth 2023-2028
- Table 155 Forecast Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-foodservice-in-hong-kong-china/report.