

# Consumer Foodservice By Location in Malaysia

February 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumer foodservice through stand-alone maintains leading position amongst consumer foodservice by location

Revolutionary cinematic experience providing room for consumer foodservice to grow through leisure channel

Rapid opening of foodservice outlets in KLIA and KLIA 2 leads to rising sales through travel

#### PROSPECTS AND OPPORTUNITIES

Soaring sales in consumer foodservice through retail as a result of cross-collaboration with retail brands

Consumer foodservice players bank on convenient locations in various forecourt retailers

More unique offering from lodging locations expected to be seen in forecast period

#### CATEGORY DATA

Table 1 - Consumer Foodservice by Location: Units/Outlets 2018-2023

Table 2 - Sales in Consumer Foodservice by Location: Number of Transactions 2018-2023

Table 3 - Sales in Consumer Foodservice by Location: Foodservice Value 2018-2023

Table 4 - Consumer Foodservice by Location: % Units/Outlets Growth 2018-2023

Table 5 - Sales in Consumer Foodservice by Location: % Transaction Growth 2018-2023

Table 6 - Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2018-2023

Table 7 - Consumer Foodservice through Standalone: Units/Outlets 2018-2023

Table 8 - Sales in Consumer Foodservice through Standalone: Number of Transactions 2018-2023

Table 9 - Sales in Consumer Foodservice through Standalone: Foodservice Value 2018-2023

Table 10 - Consumer Foodservice through Standalone: % Units/Outlets Growth 2018-2023

Table 11 - Sales in Consumer Foodservice through Standalone: % Transaction Growth 2018-2023

Table 12 - Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2018-2023

Table 13 - Consumer Foodservice through Leisure: Units/Outlets 2018-2023

Table 14 - Sales in Consumer Foodservice through Leisure: Number of Transactions 2018-2023

Table 15 - Sales in Consumer Foodservice through Leisure: Foodservice Value 2018-2023

Table 16 - Consumer Foodservice through Leisure: % Units/Outlets Growth 2018-2023

Table 17 - Sales in Consumer Foodservice through Leisure: % Transaction Growth 2018-2023

Table 18 - Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2018-2023

Table 19 - Consumer Foodservice through Retail: Units/Outlets 2018-2023

Table 20 - Sales in Consumer Foodservice through Retail: Number of Transactions 2018-2023

Table 21 - Sales in Consumer Foodservice through Retail: Foodservice Value 2018-2023

Table 22 - Consumer Foodservice through Retail: % Units/Outlets Growth 2018-2023

Table 23 - Sales in Consumer Foodservice through Retail: % Transaction Growth 2018-2023

Table 24 - Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2018-2023

Table 25 - Consumer Foodservice through Lodging: Units/Outlets 2018-2023

Table 26 - Sales in Consumer Foodservice through Lodging: Number of Transactions 2018-2023

Table 27 - Sales in Consumer Foodservice through Lodging: Foodservice Value 2018-2023

Table 28 - Consumer Foodservice through Lodging: % Units/Outlets Growth 2018-2023

Table 29 - Sales in Consumer Foodservice through Lodging: % Transaction Growth 2018-2023

Table 30 - Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2018-2023

Table 31 - Consumer Foodservice through Travel: Units/Outlets 2018-2023

Table 32 - Sales in Consumer Foodservice through Travel: Number of Transactions 2018-2023

Table 33 - Sales in Consumer Foodservice through Travel: Foodservice Value 2018-2023

Table 34 - Consumer Foodservice through Travel: % Units/Outlets Growth 2018-2023

Table 35 - Sales in Consumer Foodservice through Travel: % Transaction Growth 2018-2023

Table 36 - Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2018-2023

Table 37 - Forecast Consumer Foodservice by Location: Units/Outlets 2023-2028

Table 38 - Forecast Sales in Consumer Foodservice by Location: Number of Transactions 2023-2028

Table 39 - Forecast Sales in Consumer Foodservice by Location: Foodservice Value 2023-2028

Table 40 - Forecast Consumer Foodservice by Location: % Units/Outlets Growth 2023-2028

Table 41 - Forecast Sales in Consumer Foodservice by Location: % Transaction Growth 2023-2028

Table 42 - Forecast Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2023-2028

Table 43 - Forecast Consumer Foodservice through Standalone: Units/Outlets 2023-2028

Table 44 - Forecast Sales in Consumer Foodservice through Standalone: Number of Transactions 2023-2028

Table 45 - Forecast Sales in Consumer Foodservice through Standalone: Foodservice Value 2023-2028

Table 46 - Forecast Consumer Foodservice through Standalone: % Units/Outlets Growth 2023-2028

Table 47 - Forecast Sales in Consumer Foodservice through Standalone: % Transaction Growth 2023-2028

Table 48 - Forecast Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2023-2028

Table 49 - Forecast Consumer Foodservice through Leisure: Units/Outlets 2023-2028

Table 50 - Forecast Sales in Consumer Foodservice through Leisure: Number of Transactions 2023-2028

Table 51 - Forecast Sales in Consumer Foodservice through Leisure: Foodservice Value 2023-2028

Table 52 - Forecast Consumer Foodservice through Leisure: % Units/Outlets Growth 2023-2028

Table 53 - Forecast Sales in Consumer Foodservice through Leisure: % Transaction Growth 2023-2028

Table 54 - Forecast Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2023-2028

Table 55 - Forecast Consumer Foodservice through Retail: Units/Outlets 2023-2028

Table 56 - Forecast Sales in Consumer Foodservice through Retail: Number of Transactions 2023-2028

Table 57 - Forecast Sales in Consumer Foodservice through Retail: Foodservice Value 2023-2028

Table 58 - Forecast Consumer Foodservice through Retail: % Units/Outlets Growth 2023-2028

Table 59 - Forecast Sales in Consumer Foodservice through Retail: % Transaction Growth 2023-2028

Table 60 - Forecast Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2023-2028

Table 61 - Forecast Consumer Foodservice through Lodging: Units/Outlets 2023-2028

Table 62 - Forecast Sales in Consumer Foodservice through Lodging: Number of Transactions 2023-2028

Table 63 - Forecast Sales in Consumer Foodservice through Lodging: Foodservice Value 2023-2028

Table 64 - Forecast Consumer Foodservice through Lodging: % Units/Outlets Growth 2023-2028

Table 65 - Forecast Sales in Consumer Foodservice through Lodging: % Transaction Growth 2023-2028

Table 66 - Forecast Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2023-2028

Table 67 - Forecast Consumer Foodservice through Travel: Units/Outlets 2023-2028

Table 68 - Forecast Sales in Consumer Foodservice through Travel: Number of Transactions 2023-2028

Table 69 - Forecast Sales in Consumer Foodservice through Travel: Foodservice Value 2023-2028

Table 70 - Forecast Consumer Foodservice through Travel: % Units/Outlets Growth 2023-2028

Table 71 - Forecast Sales in Consumer Foodservice through Travel: % Transaction Growth 2023-2028

Table 72 - Forecast Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2023-2028

## Consumer Foodservice in Malaysia - Industry Overview

### 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 73 - Units, Transactions and Value Sales in Consumer Foodservice 2018-2023

Table 74 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023

Table 75 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023

Table 76 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023

Table 77 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023

Table 78 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023

Table 79 - Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023

Table 80 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2018-2023

Table 81 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023

Table 82 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023

Table 83 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023

Table 84 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028

Table 85 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## 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 focussing 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-by-location-in-malaysia/report](https://www.euromonitor.com/consumer-foodservice-by-location-in-malaysia/report).