

Full-Service Restaurants in Hong Kong, China

March 2024

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Full-Service Restaurants in Hong Kong, China - Category analysis

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

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