

Limited-Service Restaurants in Japan

February 2024

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Limited-Service Restaurants in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued strong growth driven by price increases, but price strategy remains important
Convenience stores and burger limited-service restaurants seek further growth by targeting tourists
Onigiri boom, driven by Bongo

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Digitalisation and new technology will be needed for sustainable growth
Premiumisation set to play an important role in attracting consumers and sustaining sales

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DISCLAIMER

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