

# Self-Service Cafeterias in Malaysia

February 2024

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## Self-Service Cafeterias in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Self-service cafeterias lacking in popularity in Malaysia, with Ikea Restaurants dominating share  
Ikea Restaurants continues with constant marketing campaigns to promote its self-service cafeterias  
Remote working impacts self-service cafeterias

#### PROSPECTS AND OPPORTUNITIES

Limited potential for self-service cafeterias during forecast period  
Rise in number of food court outlets expected to boost visibility of self-service cafeterias in Malaysia  
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