



Euromonitor
International

Full-Service Restaurants in Hong Kong, China

March 2026

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2025 DEVELOPMENTS

A challenging operating environment for fullservice restaurants in 2025

INDUSTRY PERFORMANCE

Northbound consumption, shifting tourist dining behaviour and ongoing economic uncertainty weaken demand

Asian restaurants offer affordability and flexibility

Experiential dinein concepts have become a key way to justify higher price points and attract diners

WHAT'S NEXT?

Importance of a strong brand identity, unique dining concept or compelling experience

Events to strengthen customer engagement

Sustainability emerging as an important value proposition

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Consumer Foodservice in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Heightened price sensitivity amid a challenging macroeconomic environment

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INDUSTRY PERFORMANCE

Widespread downtrading across foodservice formats

Operators adapt fulfilment models to manage costs and align with changing consumer behaviour

Experiences and emotional engagement influence consumers' choices

WHAT'S NEXT?

Value growth constrained by persistent price sensitivity

Innovation to focus increasingly on tangible value creation

Sustainability: a secondary but growing consideration

COMPETITIVE LANDSCAPE

Leading chains benefit from strong brand recognition, while independent players are valued for their creativity

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