



Self-Service Cafeterias in Hong Kong, China

March 2026

[Table of Contents](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Self-service cafeterias struggle to stay relevant

INDUSTRY PERFORMANCE

Rising competition from alternative foodservice formats

Competitiveness of self-service cafeterias increasingly undermined

Selfservice cafeterias remain heavily reliant on onpremise consumption

WHAT'S NEXT?

Challenges as shifts in consumer behaviour reshape the foodservice landscape

Integrating basic delivery and takeaway capabilities can help retain relevance

COMPETITIVE LANDSCAPE

Ikea Restaurant continuously refreshes its offer to generate consumer excitement

can.teen and Food Republic benefit from convenience, affordability and strategic locations

CATEGORY DATA

Table 1 - Self-Service Cafeterias: Units/Outlets 2020-2025

Table 2 - Sales in Self-Service Cafeterias: Number of Transactions 2020-2025

Table 3 - Sales in Self-Service Cafeterias: Foodservice Value 2020-2025

Table 4 - Sales in Self-Service Cafeterias: % Units/Outlets Growth 2020-2025

Table 5 - Sales in Self-Service Cafeterias: % Transaction Growth 2020-2025

Table 6 - Sales in Self-Service Cafeterias: % Foodservice Value Growth 2020-2025

Table 7 - GBO Company Shares in Chained Self-Service Cafeterias: % Foodservice Value 2021-2025

Table 8 - GBN Brand Shares in Chained Self-Service Cafeterias: % Foodservice Value 2022-2025

Table 9 - Forecast Self-Service Cafeterias: Units/Outlets 2025-2030

Table 10 - Forecast Sales in Self-Service Cafeterias: Number of Transactions 2025-2030

Table 11 - Forecast Sales in Self-Service Cafeterias: Foodservice Value 2025-2030

Table 12 - Forecast Self-Service Cafeterias: % Units/Outlets Growth 2025-2030

Table 13 - Forecast Sales in Self-Service Cafeterias: % Transaction Growth 2025-2030

Table 14 - Forecast Sales in Self-Service Cafeterias: % Foodservice Value Growth 2025-2030

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Consumer Foodservice in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Heightened price sensitivity amid a challenging macroeconomic environment

KEY DATA FINDINGS

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
Operators focus on portfolio optimisation in 2025

CHANNELS

Market favours operators that clearly communicate value and adapt quickly
Focus on operational efficiency rather than aggressive expansion

MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2020-2025
Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2020-2025
Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2025
Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2020-2025
Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2020-2025
Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2025
Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2020-2025
Table 22 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2020-2025
Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2025
Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2022-2025
Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2025
Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2025-2030
Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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