

# Limited-Service Restaurants in Malaysia

February 2024

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## Limited-Service Restaurants in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Geopolitical tension built up from Israel-Hamas War hurts performance of various limited-service restaurants  
Rise in visibility of locally infused Asian limited-service restaurants located within major shopping malls  
Limited-service restaurants operators are taking advantage of customers who are time-conscious and value convenience

#### PROSPECTS AND OPPORTUNITIES

Menu Rahmah to accommodate consumers who are faced with rising inflationary costs  
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