

Street Stalls/Kiosks in Malaysia

March 2022

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Street Stalls/Kiosks in Malaysia - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Chained street stalls/kiosks performs positively in 2021
Bubble tea players launch new products to stimulate demand in 2021
Players adopt various strategies to improve sales

PROSPECTS AND OPPORTUNITIES

GrabKitchen likely to attract chained players
Network diversification likely over the forecast period
Players expected to launch new variants to satisfy ever changing consumer tastes

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Consumer Foodservice in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Consumer foodservice in 2021: slightly improved performance but continued decline
Supply chain disruption and rising logistics and raw material costs due to prolonged pandemic
Players look to home delivery and drive-through to mitigate impact of COVID-19 crisis
Independent foodservice operators perform badly in 2021
Players are likely to expand through diversification and digital adoption over the forecast period

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