



Cafés/Bars in Malaysia

February 2024

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Cafés/Bars in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising interest in coffee drinking culture leads to strong growth of specialist coffee and tea shops

Coffee drinking culture comes to fruition with the opening of wide range of new brands

Bars serving extensive food menus at an affordable price attracting consumers on tight budgets

PROSPECTS AND OPPORTUNITIES

Growing interest in café-hopping lifestyles witnessed amongst Malaysians expected to boost number of chained and independent cafés

Drive-through outlets set to become very popular fulfillment method amongst cafés in the forecast period

Cross-collaboration with fashion brands to showcase unique dining concepts

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