



Limited-Service Restaurants in Indonesia

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive growth in 2023, but transactions have yet to recover to pre-pandemic levels
McDonald's retains its lead, thanks to strategy of outlet expansion and consistent promotions
Players continue to invest in digital services

PROSPECTS AND OPPORTUNITIES

Continued healthy growth, thanks to promotional strategies of leading players
Chained Asian limited-service restaurants will be key contributor to growth
Mie Gacoan will gain traction while international players could struggle in face of ties with Israel

CATEGORY DATA

Table 1 - Limited-Service Restaurants by Category: Units/Outlets 2018-2023
Table 2 - Sales in Limited-Service Restaurants by Category: Number of Transactions 2018-2023
Table 3 - Sales in Limited-Service Restaurants by Category: Foodservice Value 2018-2023
Table 4 - Limited-Service Restaurants by Category: % Units/Outlets Growth 2018-2023
Table 5 - Sales in Limited-Service Restaurants by Category: % Transaction Growth 2018-2023
Table 6 - Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2018-2023
Table 7 - GBO Company Shares in Chained Limited-Service Restaurants: % Foodservice Value 2019-2023
Table 8 - GBN Brand Shares in Chained Limited-Service Restaurants: % Foodservice Value 2020-2023
Table 9 - Forecast Limited-Service Restaurants by Category: Units/Outlets 2023-2028
Table 10 - Forecast Sales in Limited-Service Restaurants by Category: Number of Transactions 2023-2028
Table 11 - Forecast Sales in Limited-Service Restaurants by Category: Foodservice Value 2023-2028
Table 12 - Forecast Limited-Service Restaurants by Category: % Units/Outlets Growth 2023-2028
Table 13 - Forecast Sales in Limited-Service Restaurants by Category: % Transaction Growth 2023-2028
Table 14 - Forecast Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2023-2028

Consumer Foodservice in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Consumer foodservice in 2023: The big picture
2023 key trends
Competitive landscape
Independent foodservice developments
What next for consumer foodservice?

MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2018-2023
Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023
Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023
Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023
Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023
Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023
Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023
Table 22 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2018-2023
Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023
Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023
Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023
Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028
Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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