



# Limited-Service Restaurants in Japan

February 2024

Table of Contents

## Limited-Service Restaurants in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Continued strong growth driven by price increases, but price strategy remains important  
Convenience stores and burger limited-service restaurants seek further growth by targeting tourists  
Onigiri boom, driven by Bongo

#### PROSPECTS AND OPPORTUNITIES

Digitalisation and new technology will be needed for sustainable growth  
Premiumisation set to play an important role in attracting consumers and sustaining sales

#### 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 Japan - 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 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023
- Table 23 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023
- Table 24 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023
- Table 25 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028
- Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

#### DISCLAIMER

## SOURCES

### Summary 1 - Research Sources

#### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/limited-service-restaurants-in-japan/report](http://www.euromonitor.com/limited-service-restaurants-in-japan/report).