



Limited-Service Restaurants in Hong Kong, China

March 2024

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Limited-Service Restaurants in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rebound in 2023 is driven mainly by price increases

Establishing direct delivery services for control over delivery and revenues

Popularity of "This This Rice" continues, due to offering quality and value for money

PROSPECTS AND OPPORTUNITIES

Recovery in 2024, with new menus and concepts driving growth in the short term

Focus on sustainability to build brand equity will be key, especially for large chains

Emotional loyalty strategies will be key for players in limited-service restaurants

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