



Consumer Foodservice in Asia Pacific

May 2024

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REGIONAL OVERVIEW

Asian full-service restaurants account for more than half of regional foodservice sales

Asia Pacific has the highest regional consumer foodservice sales

Strong growth in 2023 after a second year of COVID-19-hit sales in 2022

All countries recording positive growth in 2023

Big chains looking to push into tier-2 cities in India

Eat-in hit by COVID-19 restrictions but still dominates overall foodservice sales

Street stalls/kiosks and limited-service restaurants perform best over 2018-2023

Chinese market in recovery mode in 2023 after year-earlier decline

Inflationary pressure resulting in changes in the consumer foodservice industry

LEADING COMPANIES AND BRANDS

Highly fragmented competitive landscape for Asia Pacific consumer foodservice

Most of the leading players were expanding their networks over 2018-2023

China or Japan is the biggest market for all but one of the top 10 players

Luckin Coffee moves into the top 10 brands

FORECAST PROJECTIONS

Positive growth expected throughout the forecast period

Chained players expected to accelerate their expansion in low-tier cities in China

Increasing popularity of delivery in Indian consumer foodservice

COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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India: Competitive and Retail Landscape

Indonesia: Market Context

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