



**Euromonitor
International**

Self-Service Cafeterias in Hong Kong, China

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Self-Service Cafeterias in Hong Kong, China - Category analysis

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2025 DEVELOPMENTS

Self-service cafeterias struggle to stay relevant

INDUSTRY PERFORMANCE

Rising competition from alternative foodservice formats

Competitiveness of self-service cafeterias increasingly undermined

Selfservice cafeterias remain heavily reliant on onpremise consumption

WHAT'S NEXT?

Challenges as shifts in consumer behaviour reshape the foodservice landscape

Integrating basic delivery and takeaway capabilities can help retain relevance

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Consumer Foodservice in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Heightened price sensitivity amid a challenging macroeconomic environment

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INDUSTRY PERFORMANCE

Widespread downtrading across foodservice formats

Operators adapt fulfilment models to manage costs and align with changing consumer behaviour

Experiences and emotional engagement influence consumers' choices

WHAT'S NEXT?

Value growth constrained by persistent price sensitivity

Innovation to focus increasingly on tangible value creation

Sustainability: a secondary but growing consideration

COMPETITIVE LANDSCAPE

Leading chains benefit from strong brand recognition, while independent players are valued for their creativity
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