



Euromonitor
International

Street Stalls/Kiosks in Malaysia

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Street Stalls/Kiosks in Malaysia - Category analysis

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2025 DEVELOPMENTS

Rapid kiosk rollouts lift value sales, while low-price offers reset competition

INDUSTRY PERFORMANCE

Value sales rise amid rapid chain expansion and youth-led demand

Chained kiosks set the pace with low prices, new flavours and fast service

Value offers shape buying decisions, while takeaway and delivery dominate fulfilment

WHAT'S NEXT?

Expansion pipelines keep momentum positive, with halal positioning becoming more central

Takeaway and delivery remain the default, while eat-in stays structurally limited

Scaling pressure raises the importance of brand governance and product consistency

COMPETITIVE LANDSCAPE

LOOB leads, but premium positioning faces sharper value competition

Ai-CHA and Mixue accelerate through rapid rollout, halal alignment and aggressive pricing

Independents retain broad presence, buoyed by new retail space and low entry barriers

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DISCLAIMER

Consumer Foodservice in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Cost pressures reshape demand, while convenience and digital tools evolve

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INDUSTRY PERFORMANCE

Value growth holds as operators compete on affordability

Convenience occasions shift as takeaway softens and drive-through strengthens

Experience-led café visits expand, supported by loyalty and app ecosystems

WHAT'S NEXT?

Outlet expansion and tourism support a favourable growth trajectory

Digital ordering scales, but service expectations remain segmented

Supply-side support favours value meals, while small-format concepts keep scaling

COMPETITIVE LANDSCAPE

Golden Arches maintains leadership while sharpening value positioning

Ai-CHA accelerates through rapid rollout and halal positioning

Emart24 expands South Korean-led convenience food propositions, anchored in local sourcing

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