



Euromonitor
International

Consumer Foodservice in Asia Pacific

May 2024

Table of Contents

INTRODUCTION

Scope

Key findings

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

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

Japan: Market Context

Japan: Competitive and Retail Landscape

Malaysia: Market Context

Malaysia: Competitive and Retail Landscape

Philippines: Market Context

Philippines: Competitive and Retail Landscape

Singapore: Market Context

Singapore: Competitive and Retail Landscape

South Korea: Market Context

South Korea: Competitive and Retail Landscape

Taiwan: Market Context

Taiwan: Competitive and Retail Landscape

Thailand: Market Context

Thailand: Competitive and Retail Landscape

Vietnam : Market Context

Vietnam : Competitive and Retail Landscape

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