



Consumer Foodservice By Location in Hong Kong, China

March 2026

KEY DATA FINDINGS

2025 DEVELOPMENTS

Mixed performance in 2025

INDUSTRY PERFORMANCE

Foodservice through lodging benefits from the polarisation in consumer spending behaviour

Fundamental shift in dining habits impacts standalone outlets

Increasing number of standalone outlets evolving away from traditional dinein models

WHAT'S NEXT?

Foodservice through lodging set to sustain momentum

Consumers will continue to prioritise affordability and value for money

Challenging outlook for consumer foodservice through standalone and retail

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DISCLAIMER

Consumer Foodservice in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Heightened price sensitivity amid a challenging macroeconomic environment

KEY DATA FINDINGS

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

Operators focus on portfolio optimisation in 2025

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Market favours operators that clearly communicate value and adapt quickly

Focus on operational efficiency rather than aggressive expansion

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