



# Street Stalls/Kiosks in Malaysia

March 2026

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## Street Stalls/Kiosks in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 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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## Consumer Foodservice in Malaysia - Industry Overview

### EXECUTIVE SUMMARY

Cost pressures reshape demand, while convenience and digital tools evolve

### KEY DATA FINDINGS

#### 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/street-stalls-kiosks-in-malaysia/report](http://www.euromonitor.com/street-stalls-kiosks-in-malaysia/report).