



**Euromonitor  
International**

# Limited-Service Restaurants in Hong Kong, China

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## Limited-Service Restaurants in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Growth driven by limited-service restaurants' affordability and convenience

#### INDUSTRY PERFORMANCE

Consumers trade down from fullservice restaurants amid rising price sensitivity

Burger limitedservice restaurants outperform, offering affordability, speed and versatility

Dominance of eatin reflects consumers' preference for speed, convenience and affordability

#### WHAT'S NEXT?

In a highly competitive environment, operators will need to adapt to evolving consumer expectations and dining behaviours

Sustained growth of delivery

Consumers gravitate towards foodservice options that clearly support everyday health goals

#### COMPETITIVE LANDSCAPE

Leading McDonald's celebrates its 50th anniversary in Hong Kong

Tam Jai International invests in marketing activities, collaborations and menu refreshes to maintain high topofmind awareness

Chained operators offer affordability, convenience and consistency

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## 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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