



Euromonitor
International

Cafés/Bars in Malaysia

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Cafés/Bars in Malaysia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Coffee-led occasions broaden as value, aesthetics and convenience shape demand

INDUSTRY PERFORMANCE

Chain expansion and tourism support value growth in 2025

Specialist chains gained momentum as cafés became social and third-space venues

Affordability and differentiation become more important as choice widens

WHAT'S NEXT?

Moderate growth outlook as new entrants and expansions raise competitive intensity

Eat-in to central, while drive-through and app ecosystems expand convenience occasions

Small-format, low-price coffee propositions widen access points

COMPETITIVE LANDSCAPE

Zuspresso leads as digital ordering and value promotions support scale advantages

Operators prioritise app-based engagement as younger consumers respond to rewards and convenience

Independents retain largest share, supported by proximity, signature menus and neighbourhood formats

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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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