

Limited-Service Restaurants in Indonesia

February 2024

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Limited-Service Restaurants in Indonesia - Category analysis

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2023 DEVELOPMENTS

Positive growth in 2023, but transactions have yet to recover to pre-pandemic levels

McDonald's retains its lead, thanks to strategy of outlet expansion and consistent promotions

Players continue to invest in digital services

PROSPECTS AND OPPORTUNITIES

Continued healthy growth, thanks to promotional strategies of leading players

Chained Asian limited-service restaurants will be key contributor to growth

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