

Street Stalls/Kiosks in Malaysia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong marketing events used by street stalls/kiosks players to elevate brand awareness
Growth in street stalls/kiosks driven by various trendy drinks and desserts at affordable prices
Convenient fulfillment innovation created by leading street stalls/kiosks players to attract time-conscious consumers

PROSPECTS AND OPPORTUNITIES

Food trucks suited to urban lifestyles growing in popularity
Significant growth expected in street stalls/kiosks by appealing to budget conscious consumers
Street stalls/kiosks to continue to see deeper penetration of local and international players with trendy food and drinks options

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