



Limited-Service Restaurants in Japan

February 2024

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Limited-Service Restaurants in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued strong growth driven by price increases, but price strategy remains important
Convenience stores and burger limited-service restaurants seek further growth by targeting tourists
Onigiri boom, driven by Bongo

PROSPECTS AND OPPORTUNITIES

Digitalisation and new technology will be needed for sustainable growth
Premiumisation set to play an important role in attracting consumers and sustaining sales

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