

Retail Network Report

Fast Food & QSR

2023 | Indonesia 



Welcome to the first edition of GapMaps' Retail Network Report for Indonesia's Fast Food & Quick Service Retail Sector. GapMaps brings unique insights and key trends into the changing competitive landscape of the Fast Food & Quick Service Retail Sector released bi-annually.

Further in-depth analysis can be undertaken within the GapMaps Live platform which is updated monthly to provide the latest view of QSR and Fast Food store locations across all tracked brands.



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Brands Tracked

12

Locations

3,274

Stores in Largest Three Cities

1,653

Cities* with a KFC Store

17%

*Urban agglomerations with at least 50,000 residents

Store Count:



Store Penetration:

Percentage of cities where the brands has at least one store

	5 Tier 1a Cities*	15 1b/c Cities**	42 Tier 2 Cities***	195 Tier 3 Cities	266 Tier 4 Cities	388 Tier 5 Cities	911 Cities with over 50,000 residents
KFC	100%	100%	79%	30%	14%	2%	17%
Pizza Hut	100%	100%	76%	29%	8%	1%	14%
McDonald's	100%	87%	43%	7%	0%	0%	6%
A&W Restaurants	100%	73%	33%	3%	2%	0%	5%
California Fried Chicken	100%	80%	45%	14%	8%	2%	10%
Domino's	100%	87%	55%	3%	0%	0%	5%
Hisana Fried Chicken	80%	67%	43%	6%	2%	0%	5%
Richeese Factory	100%	100%	43%	7%	2%	0%	6%
Burger King	100%	73%	26%	1%	0%	0%	3%
Shihlin Taiwan Street Snacks	100%	53%	19%	2%	0%	0%	3%
Ichiban Sushi	100%	100%	31%	1%	0%	0%	4%
HokBen	100%	87%	43%	8%	1%	0%	6%

*Greater Jakarta, Greater Bandung, Surabaya, Medan, Bogor

**Candisari, Manggala, Kemuning, Klojen, Gondokusuman, Serengan, Denpasar Utara, Kedaton, Adiwerna, Plumbon, Buaran, Sekupang, Cakranegara, Kembaran, Bungursari

***Pekanbaru, Gunung Puyuh, Pontianak Selatan, Kota Kudus, Banyuwangi, Mertoyudan, Bangsal, Ngasem, Banjarmasin Timur, Padang Utara, Karawang Timur, Walantaka, Samarinda Seberang, Gondang Wetan, Telanaipura, Karangtengah, Jogo Roto, Kaliwates, Gempol, Pecangaan, Ceper, Sukamulia, Petarukan, Wonoasih, Tuntang, Bungursari, Kedungwaru, Bulakamba, Balikpapan Utara, Kanigoro, Takeran, Hutan, Cibeber, Japara, Setu, Babaken, Tikala, Ingin Jaya, Cikande & Surrounds, Central Lombok, Gondanglegi, Leuwiliang Region

Source: Store counts are as published by brands on company websites and have not been confirmed directly with the brand.