Retail Network Report
Fast Food & QSR

2023 | Malaysia 🇲🇾

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Welcome to the first edition of GapMaps' Retail Network Report for Malaysia's Fast Food and QSR Sector. GapMaps brings you unique insights and key trends into the changing competitive landscape of the sector.

Further in depth analysis can be undertaken within the GapMaps platform or contact us for more information.

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Brands Tracked	Locations	Stores in Greater Kuala Lumpur	Cities with a KFC*
16	**3,329**	**1,435**	**100%**

*Clusters over 50,000 residents, definition available on GapMaps Platform

Store Count:

Legend: ■ Greater KL ■ Johor ■ Penang ■ Other

Brand	Store Count
KFC	672
Pizza Hut	366
McDonald's	354
Subway	336
Domino's	256
Marrybrown	222
Bakers Cottage	160
Burger King	155
The Chicken Rice Shop	132
Sushi King	128
A&W Restaurants	94
Texas Chicken	91
US Pizza	84
Nando's	80
Rotiboy	78
Auntie Anne's	66
4Fingers	55

Store Penetration:
Percentage of cities where the brands has at least one store

Brand	4 Tier 1 Cities[1] (with over 1 million residents)	4 Tier 2 Cities[2] (with over 500,000 residents)	14 Tier 3 Cities (with over 200,000 residents)	16 Tier 4 Cities (with over 100,000 residents)	34 Tier 5 Cities (with over 50,000 residents)	72 Cities (with over 50,000 residents)
KFC	100%	100%	100%	100%	100%	**100%**
Pizza Hut	100%	100%	100%	100%	79%	**90%**
McDonald's	100%	100%	100%	75%	38%	**65%**
Subway	100%	100%	93%	81%	41%	**67%**
Domino's	100%	75%	79%	50%	47%	**58%**
Marrybrown	100%	75%	93%	75%	50%	**68%**
Bakers Cottage	75%	50%	64%	38%	53%	**53%**
Burger King	75%	100%	36%	25%	3%	**24%**
The Chicken Rice Shop	100%	100%	64%	25%	9%	**33%**
Sushi King	100%	100%	93%	50%	9%	**44%**
A&W Restaurants	100%	75%	43%	19%	6%	**25%**
Texas Chicken	100%	50%	71%	13%	6%	**28%**
US Pizza	75%	75%	71%	31%	24%	**40%**
Nando's	100%	100%	29%	6%	0%	**18%**
Rotiboy	75%	75%	50%	44%	3%	**29%**
Auntie Anne's	100%	50%	43%	13%	3%	**21%**
4Fingers	75%	75%	36%	0%	6%	**18%**

1. Greater KL, Johor, Penang, Kelantan
2. Kota Kinabalu, Ipoh, Kuching, Malacca
Source: All locations are sourced from the relevant brand's website unless otherwise stated. They have not been confirmed with the brand.