

Retail Network Report

Cafe

2023 | Malaysia 



Welcome to the first edition of GapMaps' Retail Network Report for Malaysia's Cafe 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

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Locations

2,316

Stores in Greater Kuala Lumpur

1,164

Cities with a Secret Recipe*

86%

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

Store Count:

■ Greater KL ■ Johor ■ Penang ■ Other

0 100 200 300 400

Brand	Store Count	Greater KL	Johor	Penang	Other
Starbucks	368	200	100	50	18
Secret Recipe	363	250	50	50	13
McCafe	342	200	100	30	12
Zus Coffee	255	150	50	50	5
Old Town	165	100	50	10	5
The Coffee Bean & Tea Leaf	162	100	50	10	2
Richiamo coffee	151	100	30	20	1
Boost Juice	112	80	20	10	2
Dunkin' Donuts	109	80	20	5	4
Gigi Coffee	106	80	20	5	1
Bask Bear Coffee	77	50	20	5	2
Gloria Jeans	55	40	10	5	0
San Francisco Coffee	51	40	10	1	0

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.

Store Penetration:

Percentage of cities where the brands has at least one store

	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
Starbucks	100%	100%	100%	44%	18%	49%
Secret Recipe	100%	100%	100%	100%	71%	86%
McCafe	100%	100%	100%	75%	44%	68%
Zus Coffee	100%	100%	71%	50%	50%	60%
Old Town	100%	75%	79%	38%	18%	42%
The Coffee Bean & Tea Leaf	100%	50%	64%	0%	0%	21%
Richiamo coffee	100%	100%	50%	44%	29%	44%
Boost Juice	100%	100%	71%	13%	3%	29%
Dunkin' Donuts	75%	50%	14%	6%	3%	13%
Gigi Coffee	100%	25%	64%	19%	6%	26%
Bask Bear Coffee	75%	75%	50%	19%	21%	32%
Gloria Jeans	75%	25%	21%	6%	0%	11%
San Francisco Coffee	75%	0%	7%	0%	0%	6%