

Hearty Japanese Cuisine Sweeps Hong Kong

Matsuya ramps up its expansion in Hong Kong, harnessing the city's dynamic dining scene to showcase Japan's authentic culinary heritage to a global audience.



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Jun Hamano
Managing Director
Matsuya Foods Hong Kong Co. Limited

Hong Kong, as a leading culinary hub in Asia, provides a dynamic backdrop for Matsuya's growth. In August 2024, the renowned Japanese restaurant chain made its debut in Jordan, a lively neighbourhood buzzing with energy. With two additional branches launched in the first half of 2025 and plans for two more by the end of 2025, Matsuya is committed to delivering authentic, high-quality and affordable Japanese dishes. Its signature offerings include gyumeshi (beef on rice), Japanese curry and set meals, all crafted from quality ingredients and time-honoured recipes. With a strong presence in Japan and a growing international footprint, Matsuya continues to expand its offerings and enhance its customer experience, making it a favourite among both locals and visitors.

Unlocking the Potential of Food Retail Market

Jun Hamano, Managing Director of Matsuya Foods Hong Kong Co. Limited, stated, “Hong Kong's vibrant dining culture and strong appetite for Japanese cuisine make it an ideal market for Matsuya. We are confident in the growth potential of the local food and beverage (F&B) market and are committed to delivering the true essence of Japanese gastronomy to our customers.”

Hamano highlighted the success of Matsuya's flagship store in Jordan, stating, “Our Jordan outlet, spanning over 3,000 square feet, has

achieved remarkable sales performance, surpassing all other Matsuya locations worldwide. Given the promising market, we have recently extended the opening hours of this outlet to 24 hours.” He added that this store sets a benchmark for the brand, serving as a model for future expansions in Hong Kong and other international markets.

In addition to overseeing international business, Matsuya's Hong Kong office manages directly operated stores in the city, handling purchasing, product development, store development and human resources.

Crafting Exclusive Flavours

Matsuya emphasises authentic Japanese flavours while adapting its menu to the Hong Kong market. “In addition to traditional dishes made with Akita Komachi Rice, we offer set meals featuring fresh lettuce and spring onion sauce. Since Hong Kong


customers may not favour rice for breakfast, we have partnered with a renowned Japanese noodle brand to offer exclusive noodle breakfast options,” Hamano said. “We are excited to expand our offerings and aim to achieve strong growth by opening 50 outlets in Hong Kong within a decade.”

To Hamano, InvestHK's support has been invaluable in navigating the local landscape. “InvestHK provided us with tailored advice on business setup and helped enhance our visibility through media connections and industry events. By sharing market insights, InvestHK enables us to strengthen our global strategy and enhance our competitive edge in the region,” he concluded.



Matsuya

- Established in 1966, Matsuya currently operates 1,106 stores worldwide
- Its Hong Kong office has 50 full-time employees and 20 part-time staff, with plans to further expand the team to support business growth

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