

“ Situation of Sticks’n’Sushi Expansion the in  
Around the world ”

## EXECUTIVE SUMMARY

Sushi growing demand reflects global dining trends, with sushi emerging as a popular fast-casual option and an increasing interest in plant-based variations. These changes align with a worldwide shift toward healthier and more diverse culinary preferences. The global sushi market is projected to grow at an impressive CAGR of 7.92%, increasing from USD 5.85 billion in 2024 to USD 10.76 billion by 2032. This surge signals a shift toward lighter, more sophisticated dining experiences among global consumers. The expansion of the sticks “n” sushi in Denmark is done through this study.

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# INTRODUCTION

Sushi and Sticks has emerged as a remarkable success story in the global culinary landscape, transforming into a million-dollar enterprise that's revolutionizing the sushi industry. Through its innovative business model, the company has created lucrative opportunities for vendors worldwide, generating substantial profits and establishing a robust international presence. This success aligns with the broader sushi restaurant market's impressive trajectory – an industry that reached \$19.6 billion in 2023 and shows no signs of slowing down. Market projections indicate a steady 2.13% annual growth rate, with revenues expected to hit \$20 billion in 2024 before climbing to an impressive \$23.7 billion by 2032. This consistent upward trend reflects not only the growing global appetite for Japanese cuisine but also demonstrates how companies like Sushi and Sticks are capitalizing on evolving consumer preferences and the increasing popularity of sushi across diverse international markets.



**Figure 1 : Expansion of sushi market in next decade**  
(Source: Global Growth Insights)



**Figure 2 : growth of market since 2018**

Source: technavio

This market outlook reveals a robust and steadily growing industry, starting from USD 18,878.10 million in 2019 and showing consistent upward momentum through 2028. The market demonstrates strong growth potential with a 3.3% year-over-year increase expected by 2025, and an even more promising 3.5% compound annual growth rate (CAGR) predicted for 2024-2029. Most notably, the market is projected to gain an additional USD 3,918.7 million between 2024 and 2029, with accelerating growth momentum suggesting even stronger performance in the coming years. The steady rise of the blue bars in the graph visually confirms this positive trajectory, indicating a healthy and expanding market environment with sustained long-term growth prospects.

# Methods

This study employed a quantitative research approach, utilizing secondary sources from the internet and research papers as the primary means of data collection. The goal was to gather numerical data and statistical insights to answer the research questions. However, due to challenges in acquiring accurate primary data, the research relied on existing online sources and past research papers that offered relevant statistical information.

## **Justification of the method**

The decision to rely on internet resources and research papers was driven by the constraints of data accessibility and the suitability of these sources for the research objectives. Quantitative data collection through surveys, interviews, or experiments was not feasible due to time limitations, logistical challenges, and a lack of resources for large-scale data collection. Additionally, the subject matter of the study required a synthesis of existing knowledge rather than the generation of primary numerical data.