

Cafes/Bars in Thailand

Market Direction | 2023-02-17 | 26 pages | Euromonitor

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Report description:

The number of chained cafe outlets continued to decline in 2022 with some businesses still struggling to recover to pre-pandemic sales levels. While inbound tourism returned in 2022 the number of international tourists did not fully recover to pre-pandemic levels, forcing some outlets in the tourist areas to close down. This was also driven by elevated inflation and a sharp increase in costs, especially ingredients and energy.

Euromonitor International's Cafes/Bars in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Bars/Pubs, Cafes, Chained Cafes/Bars, Independent Cafes/Bars, Juice/Smoothie Bars, Specialist Coffee and Tea Shops.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Cafes/Bars market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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New menu strategy launched by chained cafes to attract local customers

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