

## **Consumer Foodservice By Location in Thailand**

Market Direction | 2023-02-17 | 37 pages | Euromonitor

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### **Report description:**

As there were no further lockdowns in 2022 many chained limited-service and full-service restaurants looked to expand the number of outlets operating inside retail stores in order to create more revenue opportunities as Thailand recovered from COVID-19. For example, Central Restaurants Group expanded its number of full-service and limited-service restaurants, as well as its chain of specialist coffee and tea shops, with it opening 185 new outlets in total in 2022, many of which were in retail lo...

Euromonitor International's Consumer Foodservice by Location 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: Consumer Foodservice Through Leisure, Consumer Foodservice Through Lodging, Consumer Foodservice Through Retail, Consumer Foodservice Through Standalone, Consumer Foodservice Through Travel.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Consumer Foodservice by Location 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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Euromonitor International  
February 2023

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#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Restaurants inside retailing stores are quickly expanded this year

Increase in inbound arrivals boosts sales through travel and lodging locations

As consumer confidence returns people look to pursue more leisure activities

#### PROSPECTS AND OPPORTUNITIES

The recovery of Thailand's travel and tourism industry key to the future of both consumer foodservice and the wider economy

Government's spending stimulus campaign set to boost sales through travel and lodging locations

Retail locations should see increased appeal with Bangkok Mall set to open in 2023

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