

## **Consumer Foodservice in Thailand**

Market Direction | 2023-02-17 | 100 pages | Euromonitor

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### **Report description:**

There was a major change in consumer behaviour in 2022 as Thailand began on the pathway to recovery from the pandemic. COVID-19 was the catalyst for a rapid change in consumer behaviour in Thailand, with the pandemic impacting the local economy, the ability for consumers to move freely and restricting entry to the key target audience of inbound tourism. Further waves of COVID-19 hit Thailand in 2021 and subsequently delayed the re-opening of its borders and restricted domestic economic activities...

Euromonitor International's Consumer Foodservice 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 by Location, Consumer Foodservice by Type.

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 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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Increased number of eat-in customers seen in chained limited-service restaurants  
Aggressive promotion has been launched in the midst of high inflation rate economy

#### **PROSPECTS AND OPPORTUNITIES**

Limited-service restaurants located in travel locations are expected to thrive as tourists return in greater numbers  
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### KEY DATA FINDINGS

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New menu strategy launched by chained cafes to attract local customers

Players turn to promotional offers and discounted menus to sustain demand

#### PROSPECTS AND OPPORTUNITIES

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Menu prices rise as players face mounting costs due to high inflation

Robot waiters on the rise as Thailand faces labour shortages

#### PROSPECTS AND OPPORTUNITIES

Full-service restaurants set for strong growth

Health-conscious consumers likely to demand healthier menus

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Ikea continuously supports plant-based menu in their outlets

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Leading players expand through the introduction of new food concepts

Independent operators turn to home delivery services to supplement their income

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## PROSPECTS AND OPPORTUNITIES

The end of the government's spending stimulus campaign could impact growth

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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

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