

## **Self-Service Cafeterias in Thailand**

Market Direction | 2023-02-17 | 22 pages | Euromonitor

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### **Report description:**

Self-service cafeterias is a relatively niche category in Thailand with Ikano (Thailand) Co Ltd being the only player present with the Ikea Restaurant brand, which itself only has two outlets in the country. Ikea Restaurant was hugely disrupted by the pandemic with it closing its outlets between 12 July until 30 September 2021 due to the severity of the outbreak of the delta variant of COVID-19. This was after having to close for two months during the lockdown period in 2020. With COVID-19 restr...

Euromonitor International's Self-Service Cafeterias 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: Chained Self-Service Cafeterias, Independent Self-Service Cafeterias.

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

Why buy this report?

- \* Get a detailed picture of the Self-Service Cafeterias 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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Euromonitor International  
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Ikea Restaurant maintains strict hygiene protocols despite COVID-19 fears subsiding

Ikea continuously supports plant-based menu in their outlets

Local adaptation on food has been continuously implemented in Ikea

##### PROSPECTS AND OPPORTUNITIES

Marketing campaigns on price promotion has been launched to attract more customers

Seasonal menus help drive more sales through Ikea Restaurant

Home delivery should continue to provide an additional source of income for Ikea Restaurant

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