

Full-Service Restaurants in Portugal

Market Direction | 2023-02-15 | 27 pages | Euromonitor

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Report description:

After seeing a substantial decline in sales in 2020, the consumer foodservice industry entered 2021 with new restrictive measures. To boost sales in another difficult year for the industry, several full-service restaurants adjusted their business strategies in order to maintain competitiveness. Some players focused on their digital strategy, including updating their websites and social media presence.

Euromonitor International's Full-Service Restaurants in Portugal 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 Full-Service Restaurants, Full-Service Restaurants by Type, Independent Full-Service Restaurants.

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

Why buy this report?

- * Get a detailed picture of the Full-Service Restaurants 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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2022 DEVELOPMENTS

Full-service restaurants record value growth as out-of-home consumption rises
International cuisines gain growing popularity throughout 2022
High number of players with independents counting for the majority of outlets
A pre-pandemic level of values sales will be surpassed by 2024
Players focus on sustainability and international flavours to boost growth
Digitalisation is on the rise as QR codes, and digital menus become more common

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