

## **Full-Service Restaurants in the Philippines**

Market Direction | 2024-02-15 | 30 pages | Euromonitor

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### **Report description:**

Full-service restaurants sustained positive growth in current value terms in 2023, albeit at a slower rate than the previous year. This was partially due to the normalisation of consumer behaviour, following the eat-in boom experienced in the aftermath of the pandemic. Demand was also impacted by inflationary pressures, as players such as Shakey's Pizza Asia Ventures Inc, faced with rising input costs, were forced to increase their prices, or create more affordable dishes in an attempt to retain...

Euromonitor International's Full-Service Restaurants in Philippines 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 2028 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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