

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

Market Direction | 2024-02-15 | 37 pages | Euromonitor

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### **Report description:**

Limited-service restaurants managed to sustain a strong performance in current value terms in 2023, although the rate of growth was slower than the previous year. This was a result of the normalisation of behaviour in the aftermath of the pandemic, and the impact of inflationary pressures on consumer choices. However, limited-service restaurants have an advantage over other outlets in that they are generally characterised by low unit prices and therefore remained relatively affordable to consume...

Euromonitor International's Limited-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 Limited-Service Restaurants, Independent Limited-Service Restaurants, Limited-Service Restaurants 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 Limited-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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reliable information resources to help drive informed strategic planning.

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Players invest in various strategies to sustain growth, including expanding into previously untapped areas and offering more value-for-money option

Philippines represents attractive launch pad for new players

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