

## **Consumer Foodservice By Location in Thailand**

Market Direction | 2024-03-07 | 35 pages | Euromonitor

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### **Report description:**

In response to the revival of eat-in dining, foodservice players resumed their outlet expansion strategies in 2023. As in the previous year, retail was the most dynamic location in terms of growth in number of outlets, as operators looked to capitalise on increasing levels of consumer mobility, including socialising and shopping in larger numbers. Central Restaurants Group, for example, expanded its portfolio of limited-service restaurants, including KFC and Mister Donut, many of which were in r...

Euromonitor International's Consumer Foodservice by Location 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 2028 illustrate how the market is set to change.

Product coverage: Consumer Foodservice Through Leisure, Consumer Foodservice Through Lodging, Consumer Foodservice Through Retail, Consumer Foodservice Through Standalone, Consumer Foodservice Through Travel.

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 by Location 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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Euromonitor International  
March 2024

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**2023 DEVELOPMENTS**

Retail locations benefit from increased levels of consumer mobility

Greater focus on standalone locations

Revival of inbound tourism boosts sales in travel and lodging locations

**PROSPECTS AND OPPORTUNITIES**

Recovery of Thailand's tourism industry will be key to growth across all locations

Travel and lodging locations will see most dynamic growth

Retail locations should see increased appeal, alongside opening of new shopping malls

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