

## **Limited-Service Restaurants in Thailand**

Market Direction | 2024-03-07 | 36 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Limited-service restaurants in Thailand experienced buoyant growth in current value terms in 2023, with current value sales exceeding pre-pandemic levels. Growth was driven largely by the revival of inbound tourism, following the lifting of all remaining entry restrictions in October 2022. Global limited-service restaurant chains in popular tourist cities such as Bangkok, Pattaya, Chiangmai, and Phuket witnessed a notable increase in footfall, having successfully regained the momentum that was i...

Euromonitor International's Limited-Service Restaurants 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: 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Limited-Service Restaurants in Thailand  
Euromonitor International  
March 2024

List Of Contents And Tables

**LIMITED-SERVICE RESTAURANTS IN THAILAND**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Steady growth in 2023, driven by revival of tourism  
Outlet expansion emerges as a key strategy  
McDonald's achieves success through targeting Gen Z demographic

**PROSPECTS AND OPPORTUNITIES**

Revival of tourism will fuel growth, but consumers will seek out higher quality dining experiences  
Pop culture will resonate with young consumers  
Fast-food players will look to become more sustainable

**CATEGORY DATA**

- Table 1 Limited-Service Restaurants by Category: Units/Outlets 2018-2023
- Table 2 Sales in Limited-Service Restaurants by Category: Number of Transactions 2018-2023
- Table 3 Sales in Limited-Service Restaurants by Category: Foodservice Value 2018-2023
- Table 4 Limited-Service Restaurants by Category: % Units/Outlets Growth 2018-2023
- Table 5 Sales in Limited-Service Restaurants by Category: % Transaction Growth 2018-2023
- Table 6 Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2018-2023
- Table 7 GBO Company Shares in Chained Limited-Service Restaurants: % Foodservice Value 2019-2023
- Table 8 GBN Brand Shares in Chained Limited-Service Restaurants: % Foodservice Value 2020-2023
- Table 9 Forecast Limited-Service Restaurants by Category: Units/Outlets 2023-2028
- Table 10 □Forecast Sales in Limited-Service Restaurants by Category: Number of Transactions 2023-2028
- Table 11 □Forecast Sales in Limited-Service Restaurants by Category: Foodservice Value 2023-2028
- Table 12 □Forecast Limited-Service Restaurants by Category: % Units/Outlets Growth 2023-2028
- Table 13 □Forecast Sales in Limited-Service Restaurants by Category: % Transaction Growth 2023-2028
- Table 14 □Forecast Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2023-2028

**CONSUMER FOODSERVICE IN THAILAND**

**EXECUTIVE SUMMARY**

Consumer foodservice in 2023: The big picture  
2023 key trends  
Competitive landscape  
Independent foodservice developments  
What next for consumer foodservice?

**MARKET DATA**

- Table 15 Units, Transactions and Value Sales in Consumer Foodservice 2018-2023
- Table 16 Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023
- Table 17 Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023
- Table 18 Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023

Table 19 Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023  
Table 20 Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023  
Table 21 Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023  
Table 22 Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2018-2023  
Table 23 GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023  
Table 24 □GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023  
Table 25 □GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023  
Table 26 □Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028  
Table 27 □Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Limited-Service Restaurants in Thailand

Market Direction | 2024-03-07 | 36 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-07"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com