

# Full-Service Restaurants in Thailand

March 2024

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## Full-Service Restaurants in Thailand - Category analysis

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Rebound of tourism fuels revival of full-service restaurants

Surging popularity of Asian cuisine drives growth of full-service restaurants

High operational costs present challenge for full-service restaurant industry

### PROSPECTS AND OPPORTUNITIES

Full-service restaurants will face challenges in terms of rising operational costs

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