

Limited-Service Restaurants in Thailand

March 2024

Table of Contents

Limited-Service Restaurants in Thailand - Category analysis

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 - Industry Overview

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

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