

Limited-Service Restaurants in the Philippines

February 2024

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Limited-Service Restaurants in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued strong performance in 2023, despite impact of inflation

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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Better economic conditions will have positive impact on sales

Digital marketing strategies will be instrumental in attracting new audiences

Players will need to manage impact of external factors

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