

# Full-Service Restaurants in Portugal

February 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growth of full-service restaurants, although the category is losing momentum and ground

Traditional Portuguese cuisine remains the most popular in full-service restaurants

High heterogeneity characterises the competitive landscape

#### PROSPECTS AND OPPORTUNITIES

Full category recovery only achieved by 2026

Innovation, digitalisation and control of food waste increasingly characterise the category over the forecast period

According to industry representatives, government harmonisation of VAT, while being beneficial for the category, does not go far enough

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