



Euromonitor
International

Street Stalls/Kiosks in Thailand

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Street Stalls/Kiosks in Thailand - Category analysis

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2025 DEVELOPMENTS

Street stalls/kiosks expand on back of affordability and on-the-go consumption

INDUSTRY PERFORMANCE

Street stalls/kiosks benefit from shift towards more affordable and flexible meal options

Independents lead growth, while chains compete through innovation and branding

Delivery and takeaway remain dominant fulfilment modes

WHAT'S NEXT?

Affordability and on-the-go consumption trends will ensure future growth

Online ordering will be key driver

Health and wellness will serve as core differentiator

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Charoen Pokphand Foods retains leadership through Five Star's value positioning

Mixue scales rapidly on back of affordable pricing

Independents lead street stalls/kiosks

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Consumer Foodservice in Thailand - Industry Overview

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Consumers prioritise value, experience-led dining and delivery

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INDUSTRY PERFORMANCE

Value-for-money formats gain ground as Thai consumers navigate budget pressures

Eat-in remains dominant fulfilment mode while delivery gains popularity

Experiential dining becomes increasingly important

WHAT'S NEXT?

Polarisation will persist amid continued expenditure constraints

Localisation will emerge as key focus

Sustainability will remain a secondary consideration

COMPETITIVE LANDSCAPE

CP All PCL leads through 7-Eleven network

Lawson 108 and Mixue record strong performance through affordable high-frequency consumption

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Innovation remains key differentiator

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