Consumer Foodservice in Thailand

EXECUTIVE SUMMARY

Consumer foodservice in 2022: The big picture
2022 key trends
Competitive landscape
Independent foodservice developments
What next for consumer foodservice?

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DISCLAIMER

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Cafés/Bars in Thailand

KEY DATA FINDINGS

2022 DEVELOPMENTS

Chained cafés see further outlet closures in 2022 as profits remain squeezed
New menu strategy launched by chained cafés to attract local customers
Players turn to promotional offers and discounted menus to sustain demand

PROSPECTS AND OPPORTUNITIES

Tourism set to play a key role in the growth of cafés/bars but operators will also need to focus on local demand
New products and services likely to be introduced to attract busy workers
Health and wellness trend should prove fruitful for juice/smoothie bars

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**Full-Service Restaurants in Thailand**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Full-service restaurants bounce back as COVID-19 fears subside in 2022

Menu prices rise as players face mounting costs due to high inflation

Robot waiters on the rise as Thailand faces labour shortages

**PROSPECTS AND OPPORTUNITIES**

Full-service restaurants set for strong growth

Health-conscious consumers likely to demand healthier menus

Players will need to ensure that their offer reflects the state of the economy

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**Limited-Service Restaurants in Thailand**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Leading chained limited-service companies invest in expansion plans as COVID-19 fears subside

Increased number of eat-in customers seen in chained limited-service restaurants

Aggressive promotion has been launched in the midst of high inflation rate economy

**PROSPECTS AND OPPORTUNITIES**

Limited-service restaurants located in travel locations are expected to thrive as tourists return in greater numbers

Leading brands target generation Z with store renovations and new menus to create a more modern dining experience

Limited-service restaurants set to bounce back strongly despite prevailing economic uncertainty

**CATEGORY DATA**

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Self-Service Cafeterias in Thailand

KEY DATA FINDINGS

2022 DEVELOPMENTS

Ikea Restaurant maintains strict hygiene protocols despite COVID-19 fears subsiding
Ikea continuously supports plant-based menu in their outlets
Local adaptation on food has been continuously implemented in Ikea

PROSPECTS AND OPPORTUNITIES

Marketing campaigns on price promotion has been launched to attract more customers
Seasonal menus help drive more sales through Ikea Restaurant
Home delivery should continue to provide an additional source of income for Ikea Restaurant

CATEGORY DATA

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Street Stalls/Kiosks in Thailand

KEY DATA FINDINGS

2022 DEVELOPMENTS

Leading players in street stalls/kiosks report a strong sales recovery in 2022
Leading players expand through the introduction of new food concepts
Independent operators turn to home delivery services to supplement their income

PROSPECTS AND OPPORTUNITIES

The end of the government’s spending stimulus campaign could impact growth
Unstable economy and high inflation could benefit street stalls/kiosks, while food delivery apps should help increase their exposure
The return of inbound tourism set to provide a big boost to business

KEY DATA FINDINGS

2022 DEVELOPMENTS
Restaurants inside retailing stores are quickly expanded this year
Increase in inbound arrivals boosts sales through travel and lodging locations
As consumer confidence returns people look to pursue more leisure activities

PROSPECTS AND OPPORTUNITIES
The recovery of Thailand’s travel and tourism industry key to the future of both consumer foodservice and the wider economy
Government’s spending stimulus campaign set to boost sales through travel and lodging locations
Retail locations should see increased appeal with Bangkok Mall set to open in 2023

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