

Full-Service Restaurants in South Korea

February 2024

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Full-Service Restaurants in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Double-digit growth for buffet-style family restaurants due to inflation
A shift from consumption-driven to experience-driven through store renovations
Increased takeaway and eat-in for full-service restaurants

PROSPECTS AND OPPORTUNITIES

Proliferation of food tech expected in full-service restaurants
Development of spatial and historical dimensions to highlight offline competitiveness
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