

# Limited-Service Restaurants in Vietnam

February 2024

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## Limited-Service Restaurants in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Uncertain economy and growing emphasis on healthy lifestyles have negative impact on sales

Limited-restaurants located in convenience stores witness fastest rate of growth, while Asian food and fried chicken remain most popular types of cuisine

Increase in collaboration between foodservice operators and soft drinks players

#### PROSPECTS AND OPPORTUNITIES

Healthy growth expected, in line with improving economic outlook

New business concepts will drive growth

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