



Euromonitor
International

Limited-Service Restaurants in Thailand

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Limited-Service Restaurants in Thailand - Category analysis

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2025 DEVELOPMENTS

Limited-service restaurants see resilient demand as consumers prioritise value and convenience

INDUSTRY PERFORMANCE

Convenience store-based limited-service restaurants emerge as go-to option

KFC drives growth in chicken limited-service restaurants

Eat-in remains core as delivery gains momentum

WHAT'S NEXT?

Continued growth for limited-service restaurants as consumers prioritise value and convenience

Delivery will be key growth driver

Thai-inspired flavours to boost menu innovation

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CP All PCL's 7-Eleven chain maintains leadership through scale, accessibility and tiered offerings

Saha Lawson Co Ltd leads growth

Chained operators maintain dominance

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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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