



Euromonitor
International

Consumer Foodservice By Location in Thailand

March 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Standalone is dominant location in post-pandemic foodservice landscape
- Slowdown in growth for retail locations
- Standalone outlets enhance delivery and takeaway services

PROSPECTS AND OPPORTUNITIES

- Inflation and high cost of living to continue challenging retail and travel locations
- Expanding standalone foodservice unlocks opportunities for broader consumer engagement
- Shift in consumer behaviour and diverse demographics to drive retail foodservice

CATEGORY DATA

- Table 1 - Consumer Foodservice by Location: Units/Outlets 2019-2024
- Table 2 - Sales in Consumer Foodservice by Location: Number of Transactions 2019-2024
- Table 3 - Sales in Consumer Foodservice by Location: Foodservice Value 2019-2024
- Table 4 - Consumer Foodservice by Location: % Units/Outlets Growth 2019-2024
- Table 5 - Sales in Consumer Foodservice by Location: % Transaction Growth 2019-2024
- Table 6 - Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2019-2024
- Table 7 - Consumer Foodservice through Standalone: Units/Outlets 2019-2024
- Table 8 - Sales in Consumer Foodservice through Standalone: Number of Transactions 2019-2024
- Table 9 - Sales in Consumer Foodservice through Standalone: Foodservice Value 2019-2024
- Table 10 - Consumer Foodservice through Standalone: % Units/Outlets Growth 2019-2024
- Table 11 - Sales in Consumer Foodservice through Standalone: % Transaction Growth 2019-2024
- Table 12 - Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2019-2024
- Table 13 - Consumer Foodservice through Leisure: Units/Outlets 2019-2024
- Table 14 - Sales in Consumer Foodservice through Leisure: Number of Transactions 2019-2024
- Table 15 - Sales in Consumer Foodservice through Leisure: Foodservice Value 2019-2024
- Table 16 - Consumer Foodservice through Leisure: % Units/Outlets Growth 2019-2024
- Table 17 - Sales in Consumer Foodservice through Leisure: % Transaction Growth 2019-2024
- Table 18 - Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2019-2024
- Table 19 - Consumer Foodservice through Retail: Units/Outlets 2019-2024
- Table 20 - Sales in Consumer Foodservice through Retail: Number of Transactions 2019-2024
- Table 21 - Sales in Consumer Foodservice through Retail: Foodservice Value 2019-2024
- Table 22 - Consumer Foodservice through Retail: % Units/Outlets Growth 2019-2024
- Table 23 - Sales in Consumer Foodservice through Retail: % Transaction Growth 2019-2024
- Table 24 - Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2019-2024
- Table 25 - Consumer Foodservice through Lodging: Units/Outlets 2019-2024
- Table 26 - Sales in Consumer Foodservice through Lodging: Number of Transactions 2019-2024
- Table 27 - Sales in Consumer Foodservice through Lodging: Foodservice Value 2019-2024
- Table 28 - Consumer Foodservice through Lodging: % Units/Outlets Growth 2019-2024
- Table 29 - Sales in Consumer Foodservice through Lodging: % Transaction Growth 2019-2024
- Table 30 - Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2019-2024
- Table 31 - Consumer Foodservice through Travel: Units/Outlets 2019-2024
- Table 32 - Sales in Consumer Foodservice through Travel: Number of Transactions 2019-2024
- Table 33 - Sales in Consumer Foodservice through Travel: Foodservice Value 2019-2024
- Table 34 - Consumer Foodservice through Travel: % Units/Outlets Growth 2019-2024
- Table 35 - Sales in Consumer Foodservice through Travel: % Transaction Growth 2019-2024
- Table 36 - Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2019-2024
- Table 37 - Forecast Consumer Foodservice by Location: Units/Outlets 2024-2029
- Table 38 - Forecast Sales in Consumer Foodservice by Location: Number of Transactions 2024-2029

Table 39 - Forecast Sales in Consumer Foodservice by Location: Foodservice Value 2024-2029
Table 40 - Forecast Consumer Foodservice by Location: % Units/Outlets Growth 2024-2029
Table 41 - Forecast Sales in Consumer Foodservice by Location: % Transaction Growth 2024-2029
Table 42 - Forecast Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2024-2029
Table 43 - Forecast Consumer Foodservice through Standalone: Units/Outlets 2024-2029
Table 44 - Forecast Sales in Consumer Foodservice through Standalone: Number of Transactions 2024-2029
Table 45 - Forecast Sales in Consumer Foodservice through Standalone: Foodservice Value 2024-2029
Table 46 - Forecast Consumer Foodservice through Standalone: % Units/Outlets Growth 2024-2029
Table 47 - Forecast Sales in Consumer Foodservice through Standalone: % Transaction Growth 2024-2029
Table 48 - Forecast Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2024-2029
Table 49 - Forecast Consumer Foodservice through Leisure: Units/Outlets 2024-2029
Table 50 - Forecast Sales in Consumer Foodservice through Leisure: Number of Transactions 2024-2029
Table 51 - Forecast Sales in Consumer Foodservice through Leisure: Foodservice Value 2024-2029
Table 52 - Forecast Consumer Foodservice through Leisure: % Units/Outlets Growth 2024-2029
Table 53 - Forecast Sales in Consumer Foodservice through Leisure: % Transaction Growth 2024-2029
Table 54 - Forecast Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2024-2029
Table 55 - Forecast Consumer Foodservice through Retail: Units/Outlets 2024-2029
Table 56 - Forecast Sales in Consumer Foodservice through Retail: Number of Transactions 2024-2029
Table 57 - Forecast Sales in Consumer Foodservice through Retail: Foodservice Value 2024-2029
Table 58 - Forecast Consumer Foodservice through Retail: % Units/Outlets Growth 2024-2029
Table 59 - Forecast Sales in Consumer Foodservice through Retail: % Transaction Growth 2024-2029
Table 60 - Forecast Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2024-2029
Table 61 - Forecast Consumer Foodservice through Lodging: Units/Outlets 2024-2029
Table 62 - Forecast Sales in Consumer Foodservice through Lodging: Number of Transactions 2024-2029
Table 63 - Forecast Sales in Consumer Foodservice through Lodging: Foodservice Value 2024-2029
Table 64 - Forecast Consumer Foodservice through Lodging: % Units/Outlets Growth 2024-2029
Table 65 - Forecast Sales in Consumer Foodservice through Lodging: % Transaction Growth 2024-2029
Table 66 - Forecast Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2024-2029
Table 67 - Forecast Consumer Foodservice through Travel: Units/Outlets 2024-2029
Table 68 - Forecast Sales in Consumer Foodservice through Travel: Number of Transactions 2024-2029
Table 69 - Forecast Sales in Consumer Foodservice through Travel: Foodservice Value 2024-2029
Table 70 - Forecast Consumer Foodservice through Travel: % Units/Outlets Growth 2024-2029
Table 71 - Forecast Sales in Consumer Foodservice through Travel: % Transaction Growth 2024-2029
Table 72 - Forecast Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2024-2029

Consumer Foodservice in Thailand - Industry Overview

EXECUTIVE SUMMARY

Consumer foodservice in 2024: The big picture

2024 key trends

Competitive landscape

Independent foodservice developments

What next for consumer foodservice?

MARKET DATA

Table 73 - Units, Transactions and Value Sales in Consumer Foodservice 2019-2024
Table 74 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2019-2024
Table 75 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2024
Table 76 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2019-2024
Table 77 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2019-2024
Table 78 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2024
Table 79 - Sales in Consumer Foodservice by Location: % Foodservice Value 2019-2024
Table 80 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2019-2024

Table 81 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2024

Table 82 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2024

Table 83 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2024

Table 84 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2024-2029

Table 85 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-foodservice-by-location-in-thailand/report.