



Consumer Foodservice By Location in Thailand

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail locations benefit from increased levels of consumer mobility

Greater focus on standalone locations

Revival of inbound tourism boosts sales in travel and lodging locations

PROSPECTS AND OPPORTUNITIES

Recovery of Thailand's tourism industry will be key to growth across all locations

Travel and lodging locations will see most dynamic growth

Retail locations should see increased appeal, alongside opening of new shopping malls

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