



# Cafés/Bars in Thailand

March 2024

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## Cafés/Bars in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Despite robust growth, promotional strategies are instrumental in luring price sensitive consumers

Chained cafés resume outlet expansion strategies amidst increased demand

Delivery services remain popular, in keeping with growing coffee culture

#### PROSPECTS AND OPPORTUNITIES

Return of international tourism will fuel growth

Growing coffee culture will lead specialist coffee and tea shops to thrive

Health and wellness trend will fuel demand for healthier options

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