



Euromonitor  
International

# Full-Service Restaurants in the Philippines

March 2026

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## Full-Service Restaurants in the Philippines - Category analysis

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#### 2025 DEVELOPMENTS

Key trends prove robust to add dynamism to full-service restaurants

#### INDUSTRY PERFORMANCE

Improved eat-in traffic drives growth in full-service restaurants

Asian full-service restaurants lead the way

Digital platforms increase penetration in full-service restaurants

#### WHAT'S NEXT?

Local dining scene is shifting towards experience-driven choices

Digital platforms to drive fulfillment evolution

Innovation in dining experiences and more sustainable practices

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Shakey's and Max's retain consumer attention to lead the field

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Chained operators continue to expand and gain share

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[Consumer Foodservice in the Philippines - Industry Overview](#)

### EXECUTIVE SUMMARY

Improving local conditions spur consumer foodservice value sales

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Easing inflation and mobility normalisation support consumer foodservice growth in 2025

Fulfillment continues to shape how consumers access foodservice

Outlet refreshes and network expansion improve the consumer experience

#### WHAT'S NEXT?

Positive performance expected for consumer foodservice as key trends continue over the forecast period

Innovation to focus on digital ecosystems and operational efficiency

Sustainability to gain weight in major chains

## COMPETITIVE LANDSCAPE

Jollibee invests to consolidate its leadership in 2025

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/full-service-restaurants-in-the-philippines/report](http://www.euromonitor.com/full-service-restaurants-in-the-philippines/report).