



# Street Stalls/Kiosks in Thailand

April 2026

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## Street Stalls/Kiosks in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Street stalls/kiosks expand on back of affordability and on-the-go consumption

#### INDUSTRY PERFORMANCE

Street stalls/kiosks benefit from shift towards more affordable and flexible meal options

Independents lead growth, while chains compete through innovation and branding

Delivery and takeaway remain dominant fulfilment modes

#### WHAT'S NEXT?

Affordability and on-the-go consumption trends will ensure future growth

Online ordering will be key driver

Health and wellness will serve as core differentiator

#### COMPETITIVE LANDSCAPE

Charoen Pokphand Foods retains leadership through Five Star's value positioning

Mixue scales rapidly on back of affordable pricing

Independents lead street stalls/kiosks

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### EXECUTIVE SUMMARY

Consumers prioritise value, experience-led dining and delivery

### KEY DATA FINDINGS

#### 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

Operators focus on format efficiency and engagement-led innovation to drive growth

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Independent outlets maintain lead amid growing pressure from chains

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/street-stalls-kiosks-in-thailand/report](http://www.euromonitor.com/street-stalls-kiosks-in-thailand/report).