Consumer Foodservice in Thailand

April 2026

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Juice/smoothie bars benefit from ongoing health and wellness trend
Delivery gains traction as cost-efficient alternative

WHAT'S NEXT?

Premium beverages will support demand but value will remain key consideration
Takeaway will be key growth driver
Functional beverages and locally-inspired Thai flavours will drive momentum

COMPETITIVE LANDSCAPE

PTT PCL retains lead through Café Amazon brand
Chagee leads growth through premium tea offerings, while Boost Juice benefits from health-focused positioning
Independent operators dominate competitive landscape

CATEGORY DATA

DISCLAIMER

Full-Service Restaurants in Thailand

KEY DATA FINDINGS

2025 DEVELOPMENETS

Polarised dining behaviour impacts customer traffic, amid focus on experience-led value

INDUSTRY PERFORMANCE

Subdued performance as consumers limit visits to weekends and special occasions
Asian full-service restaurants lead growth
Eat-in remains primary fulfilment mode for full-service restaurants

WHAT'S NEXT?

Polarisation will intensify with growth in both value and premium full-service dining
Experience-led engagement will be key to sustaining eat-in demand

COMPETITIVE LANDSCAPE

Leader MK Restaurant Group PCL faces growing competitive pressure
Iberry Group drives growth through ThongSmith expansion
Affordable independents dominate sales while upscale chains capture special occasions

CATEGORY DATA

Self-Service Cafeterias in Thailand

KEY DATA FINDINGS

2025 DEVELOPMENETS

Self-service cafeterias gain from affordability focus

INDUSTRY PERFORMANCE

Value and convenience sustain growth

Chains dominate self-service cafeteria landscape

Eat-in remains dominant fulfilment mode

WHAT'S NEXT?

Self-service cafeterias will benefit from ongoing consumer focus on affordability

Delivery and takeaway offer incremental growth potential

Local Thai-oriented menus will be key growth driver

COMPETITIVE LANDSCAPE

Ikano (Thailand) sustains leadership in self-service cafeterias with Ikea Restaurant's trend-led, value-driven offerings

CATEGORY DATA

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Street Stalls/Kiosks in Thailand

KEY DATA FINDINGS

2025 DEVELOPMENETS

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

CATEGORY DATA

DISCLAIMER

Consumer Foodservice By Location in Thailand

KEY DATA FINDINGS

2025 DEVELOPMENETS

Retail locations drive growth as shopping centres evolve into multi-purpose lifestyle destinations

INDUSTRY PERFORMANCE

Retail emerges as most dynamic non-standalone location

Operators focus on expansion of standalone foodservice

Delivery is a key growth driver

WHAT’S NEXT?

Retail locations to lead growth

Shifts in fulfilment will support sales through standalone locations

Lodging-based foodservice outlets offer potential as premium and experiential dining destinations

Urbanisation will support demand in high-density locations

CATEGORY DATA

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