



Euromonitor
International

Cafés/Bars in Thailand

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Cafés/Bars in Thailand - Category analysis

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2025 DEVELOPMENTS

Premiumisation, health trends and delivery adoption drive growth in cafés/bars

INDUSTRY PERFORMANCE

Premium beverages drive growth as consumers seek affordable indulgences

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

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Consumer Foodservice in Thailand - Industry Overview

EXECUTIVE SUMMARY

Consumers prioritise value, experience-led dining and delivery

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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

Innovation remains key differentiator

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