



Self-Service Cafeterias in Thailand

April 2026

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Self-Service Cafeterias in Thailand - Category analysis

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2025 DEVELOPMENTS

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

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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

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