



Euromonitor  
International

# Limited-Service Restaurants in Thailand

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## Limited-Service Restaurants in Thailand - Category analysis

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#### 2025 DEVELOPMENTS

Limited-service restaurants see resilient demand as consumers prioritise value and convenience

#### INDUSTRY PERFORMANCE

Convenience store-based limited-service restaurants emerge as go-to option

KFC drives growth in chicken limited-service restaurants

Eat-in remains core as delivery gains momentum

#### WHAT'S NEXT?

Continued growth for limited-service restaurants as consumers prioritise value and convenience

Delivery will be key growth driver

Thai-inspired flavours to boost menu innovation

#### COMPETITIVE LANDSCAPE

CP All PCL's 7-Eleven chain maintains leadership through scale, accessibility and tiered offerings

Saha Lawson Co Ltd leads growth

Chained operators maintain dominance

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