



Full-Service Restaurants in the Philippines

February 2024

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Full-Service Restaurants in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Players invest in various strategies to counter impact of inflation
Third-party delivery operators continue to play crucial role in generating sales
Cloud kitchen concept continues to expand

PROSPECTS AND OPPORTUNITIES

Continued growth, as players look to expand into untapped geographical areas
Consumers will continue seek out safe and convenient dining experiences
Continued focus on home delivery

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