



# Limited-Service Restaurants in Thailand

March 2024

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## Limited-Service Restaurants in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Steady growth in 2023, driven by revival of tourism  
Outlet expansion emerges as a key strategy  
McDonald's achieves success through targeting Gen Z demographic

#### PROSPECTS AND OPPORTUNITIES

Revival of tourism will fuel growth, but consumers will seek out higher quality dining experiences  
Pop culture will resonate with young consumers  
Fast-food players will look to become more sustainable

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