



Euromonitor  
International

# Full-Service Restaurants in Thailand

March 2024

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## Full-Service Restaurants in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rebound of tourism fuels revival of full-service restaurants  
Surging popularity of Asian cuisine drives growth of full-service restaurants  
High operational costs present challenge for full-service restaurant industry

#### PROSPECTS AND OPPORTUNITIES

Full-service restaurants will face challenges in terms of rising operational costs  
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