



Self-Service Cafeterias in Thailand

March 2024

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Self-Service Cafeterias in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Self-service cafeterias remain a niche category, with Ikea Restaurant leading the way

Focus on local Thai tastes

Ikea's new outlet unveils largest restaurant in the country

PROSPECTS AND OPPORTUNITIES

Ikea Restaurant will implement strategic promotions to offer greater value to consumers

Introduction of seasonal menus will generate consumer interest

Self-service cafeterias could gain from increased price sensitivity of consumers by offering affordable menu options

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