



Euromonitor  
International

# Cafés/Bars in Thailand

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## Cafés/Bars in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Premiumisation, health trends and delivery adoption drive growth in cafés/bars

#### INDUSTRY PERFORMANCE

Premium beverages drive growth as consumers seek affordable indulgences

Juice/smoothie bars benefit from ongoing health and wellness trend

Delivery gains traction as cost-efficient alternative

#### WHAT'S NEXT?

Premium beverages will support demand but value will remain key consideration

Takeaway will be key growth driver

Functional beverages and locally-inspired Thai flavours will drive momentum

#### COMPETITIVE LANDSCAPE

PTT PCL retains lead through Café Amazon brand

Chagee leads growth through premium tea offerings, while Boost Juice benefits from health-focused positioning

Independent operators dominate competitive landscape

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## Consumer Foodservice in Thailand - Industry Overview

### 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

Operators focus on format efficiency and engagement-led innovation to drive growth

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Innovation remains key differentiator

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cafes-bars-in-thailand/report](https://www.euromonitor.com/cafes-bars-in-thailand/report).