



# Self-Service Cafeterias in Thailand

April 2026

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## Self-Service Cafeterias in Thailand - Category analysis

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#### 2025 DEVELOPMENTS

Self-service cafeterias gain from affordability focus

#### INDUSTRY PERFORMANCE

Value and convenience sustain growth

Chains dominate self-service cafeteria landscape

Eat-in remains dominant fulfilment mode

#### WHAT'S NEXT?

Self-service cafeterias will benefit from ongoing consumer focus on affordability

Delivery and takeaway offer incremental growth potential

Local Thai-oriented menus will be key growth driver

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Ikano (Thailand) sustains leadership in self-service cafeterias with Ikea Restaurant's trend-led, value-driven offerings

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Consumers prioritise value, experience-led dining and delivery

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#### 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

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