

# **Chocolate Confectionery in Thailand**

August 2024

**Table of Contents** 

## Chocolate Confectionery in Thailand - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Modest growth for chocolate confectionery, following consecutive declines Brand collaborations continue to spur consumer interest Convenience stores continues as key distribution channel

## PROSPECTS AND OPPORTUNITIES

Chocolate confectionery may face limited innovation amidst increasing competition Brands will tap into festive occasions when it comes to new product innovation Demand for healthier chocolate confectionery is likely to fuel new product innovations

#### CATEGORY DATA

Summary 1 - Other Chocolate Confectionery by Product Type: 2024 Table 1 - Sales of Chocolate Confectionery by Category: Volume 2019-2024 Table 2 - Sales of Chocolate Confectionery by Category: Value 2019-2024 Table 3 - Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024 Table 4 - Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024 Table 5 - Sales of Chocolate Tablets by Type: % Value 2019-2024 Table 6 - NBO Company Shares of Chocolate Confectionery: % Value 2020-2024 Table 7 - LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024 Table 8 - Distribution of Chocolate Confectionery by Format: % Value 2019-2024 Table 9 - Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029 Table 10 - Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029 Table 11 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029 Table 12 - Forecast Sales of Chocolate Confectionery by Category: % Value 2024-2029

#### Snacks in Thailand - Industry Overview

#### EXECUTIVE SUMMARY

Snacks in 2024: The big picture Key trends in 2024 Competitive landscape Channel developments What next for snacks?

# MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2019-2024
Table 14 - Sales of Snacks by Category: Value 2019-2024
Table 15 - Sales of Snacks by Category: % Volume Growth 2019-2024
Table 16 - Sales of Snacks by Category: % Value Growth 2019-2024
Table 17 - NBO Company Shares of Snacks: % Value 2020-2024
Table 18 - LBN Brand Shares of Snacks: % Value 2021-2024
Table 19 - Penetration of Private Label by Category: % Value 2019-2024
Table 20 - Distribution of Snacks by Format: % Value 2019-2024
Table 21 - Forecast Sales of Snacks by Category: Volume 2024-2029
Table 22 - Forecast Sales of Snacks by Category: Wolume Growth 2024-2029
Table 23 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029
Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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