



Processed Fruit and Vegetables in Thailand

December 2023

Table of Contents

Processed Fruit and Vegetables in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The return of tourism helps to boost sales as domestic demand is low
Private label attracts attention from foreigners due to global brand names
Domestic players utilise online channels and social media to boost sales

PROSPECTS AND OPPORTUNITIES

Local players expected to maintain their lead in processed fruit, thanks to high domestic production
Health trends cast a light on the sugar content in processed fruit
Processed vegetables expected to remain niche due to low local demand

CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023
Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2018-2023
Table 3 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023
Table 4 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023
Table 5 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2018-2023
Table 6 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023
Table 7 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023
Table 8 - Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023
Table 9 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028
Table 10 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028
Table 11 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028
Table 12 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

Staple Foods in Thailand - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for staple foods?

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2018-2023
Table 14 - Sales of Staple Foods by Category: Value 2018-2023
Table 15 - Sales of Staple Foods by Category: % Volume Growth 2018-2023
Table 16 - Sales of Staple Foods by Category: % Value Growth 2018-2023
Table 17 - NBO Company Shares of Staple Foods: % Value 2019-2023
Table 18 - LBN Brand Shares of Staple Foods: % Value 2020-2023
Table 19 - Penetration of Private Label by Category: % Value 2018-2023
Table 20 - Distribution of Staple Foods by Format: % Value 2018-2023
Table 21 - Forecast Sales of Staple Foods by Category: Volume 2023-2028
Table 22 - Forecast Sales of Staple Foods by Category: Value 2023-2028
Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028
Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES

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